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PENINSULA TRAIL

MARKET & ECONOMIC ASSESSMENT

MORNINGTON PENINSULA SHIRE COUNCIL | FEBRUARY 2022



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VERSION

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ACRONYMS

CBD	Central Business District
STS	Sustainable Transport Strategy
MPS	Mornington Peninsula Shire
ABS	Australian Bureau of Statistics
TRA	Tourism Research Australia
NVS	National Visitor Survey
IVS	International Visitor Survey
GOR	Great Ocean Road
FTE	Full Time Equivalent
NPV	Net Present Value
ROI	Return on Investment

GLOSSARY OF TERMS

Direct Impacts	Direct output or value of development or construction activity.
Employment	Represents the number of people employed by businesses / organisations in each of the industry sectors in a defined region. Employment data presented in this report is destination of work data. That is, no inference is made as to where people in a defined region reside. This employment represents total numbers of employees without any conversions to full-time equivalence. Retail jobs for instance represent typical employment profiles for that sector, i.e. some full time, some part time and some casual.
Output	Represents the gross revenue generated by businesses / organisations in each of the industry sectors in a defined region. Gross revenue is also referred to as total sales or total income.
Value-added	Represents the marginal economic value that is added by each industry sector in a defined region. Value-Added can be calculated by subtracting local expenditure and expenditure on regional imports from the output generated by an industry sector, or alternatively, by adding the Wages & Salaries paid to local employees, the gross operating surplus and taxes on products and production. Value-Added by industry sector is the major element in the calculation of Gross Regional Product / Gross State Product / Gross Domestic Product.
Indirect Impacts	As output increases, so too does employment and wages and salaries paid to local employees. Part of this additional income to households is used for consumption in the local economy which leads to further increases in demand and output region. The increased output generated by servicing industry sectors in response to the direct change in output and demand.

Day trip Visitor

Those who travel for a round trip distance of at least 50 kilometres, are away from home for at least 4 hours, and who do not spend a night away from home as part of their travel. Same day travel as part of overnight travel is excluded.

Overnight Visitor

People aged 15 years and over who undertake an overnight trip of one night or more and at least 40 kilometres away from home are referred to as overnight visitors. Only those trips where the respondent is away from home for less than 12 months are in scope of the NVS.

International Visitor

A person is defined as an international visitor to Australia if they are currently a resident overseas, have been in Australia for less than one year and are aged 15 years or over.

EXECUTIVE SUMMARY

OVERVIEW

The Peninsula Trail is one of the most scenic shared trails in Victoria, as it meanders across the Peninsula; along the coastal environment and foreshore areas and into the Hinterland. The existing trail links key townships and population nodes, as well as areas outside of the Local Government Area including the Bayside area of Metropolitan Melbourne via the Peninsula Link Trail and the Port Phillip Peninsula Trail.

Given the length of the existing trail and its dispersal across the region, there are several trails that combine and link up to form the Mornington Peninsula Trail. These include:

- The Port Phillip Peninsula Trail (61.41 km); and
- The Western Port Peninsula Trail (50.19 km).

The total length of the Peninsula Trail, including the missing links is approximately 111.6 km.

The current trail is well utilised by residents and visitors for cycling and walking purposes. There are clear fragmented areas at strategic locations including key population and visitor nodes.

There are, however, evident 'missing links' across key sections of the trail that inhibit a user's ability to enjoy a continuous and integrated trail. Eradicating the fragmented parts of the trail by constructing the 'missing links' would provide a continuous and integrated trail. Once the 'missing links' are constructed, visitors and locals will be able to undertake uninterrupted trips across the length of the trail, permitting longer walking/cycling journeys and attracting new walking and cycling market segments.

Once fully operational, the improved Peninsula Trail is expected to deliver significant economic, social and environmental benefits through the improvements associated with trail access, amenity, connectivity and safety.

WHAT ARE THE 'MISSING LINKS'?

There are clear fragmented areas along the trail and if constructed; would provide a fully integrated and continuous trail.

In total, there are eleven missing links and differ in terms of location, surface and trail length. The missing links are shown on page 2, including a brief description of the trail link. A summary of benefits is provided on page 3.

PENINSULA TRAIL MISSING LINKS

LEGEND

- Existing Trail
- Missing Links
- Winery

To Metropolitan
Trail Network
Via Eastlink Trail &
Peninsula Link Trail

●●●●●●●● Priority Trail Link 1 ●●●●●●●●

Somerville to Baxter (4.64 km)

A path that connects Somerville to Frankston-Baxter Trail and to the Peninsula Link Trail along Stony Point Railway line.

Mornington to Moorooduc (4.9 km)

A path that connects Mornington to the Peninsula Link Trail along the Mornington Tourist Railway.

●●● ●● Priority Trail Link 2 ●●●●●●●●

Anthony's Nose (750 m)

Improve the existing track along the seawall and beyond the Anthony's Nose boat ramp.

Whitecliffs (175 m)

An intricate path and boardwalk that meanders through the Whitecliffs sand dunes, connecting the Bay Trail between Rye and Blairgowrie

Blairgowrie Yacht Club (760 m)

A path that connects to the missing section on the foreshore at the end of Hughes Road.

Hughes Road (200 m)

A path that features some boardwalk sections that meanders through the sand dunes of Blairgowrie foreshore.

●●●●●●●● Priority Trail Link 3 ●●●●●●●●

Merricks to Balnarring (4.15 km)

A path that travels alongside Frankston-Flinders Road, connecting Merricks to Balnarring

Balnarring to Bittern (5.7 km)

A path that travels alongside Frankston-Flinders Road, connecting Balnarring to Bittern.

Priority Trail Link 4

Safety Beach to Mount Martha (7.8 km)

A path that connect Safety Beach and Mount Martha, travelling along the Peninsula Link and Nepean Highway.

Red Hill to Arthur's Seat (4.5 km)

A path commencing at Mornington-Flinders Road that travels alongside Arthurs Seat Road to Purves Road.

Arthurs Seat to Point Nepean Road (8 km)

A path that connects Arthurs Seat with Point Nepean Road. The path travels alongside Arthurs Seat Road, meanders through the State Park and links up with McCulloch Street and through to Point Nepean Road.

MISSING LINKS

Summary of Benefits



ECONOMIC BENEFITS

→ CONSTRUCTION PHASE



+\$37.5M
in Direct Economic Output

+\$73.8M
in indirect Economic Output



+76
Direct Jobs (FTE)

+191
Indirect Jobs (FTE)

→ OPERATIONAL PHASE



+\$9.7M
Direct Visitor
Expenditure p.a.

+\$14.0M
Indirect Visitor
Expenditure p.a.



+71
Direct Jobs (FTE)
p.a.

+38
Indirect Jobs (FTE)
p.a.

Walking and cycling visitors to the Shire can undertake lengthier trips due to the elimination of fragmented sections of the trail. This will result in an increase in the average time spent on the trail; increasing the average length of stay and in turn increasing visitor expenditure.



+\$9.0 million
in Health Cost Savings

Resulting from an increase in time spent on the trail by residents, leading to an increase in physical activity (or reduction in inactivity).

QUALITATIVE BENEFITS

→ Strengthening Mornington Peninsula's brand as a premier cycling and walking destination

By eradicating the missing links, a fully integrated and continuous trail network will be created; providing greater trail access for locals and visitors across the Shire.

Visitors will be able to undertake lengthier trips and travel from south eastern metropolitan areas and beyond via the Peninsula Link Trail and Port Phillip Bay Trail.

The appeal of the trail is expected to increase across a broad range of cycling segments including flat riding enthusiasts, fitness flat riders, lower intensity climbers and low involvement flat riders, as well as casual cycling segments such as families and all-rounders.

→ Encourage an increase in active transport use for recreation and commuter trips

An increase in the number of recreation and commuter trips is expected to result from a safer, lower-stress, better-connected network and a more inclusive walking/cycling culture. More active transport users would partially alleviate road congestion in certain areas and improve trail connections between key population nodes in the Shire (e.g. Somerville and Baxter).

It will also provide critical trail links between activity centres and public infrastructure and facilities such as retail centres, schools, health and medical facilities and public open spaces.

→ Encourage a greater dispersal of visitation across the region

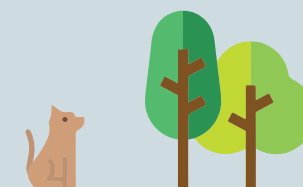
A more comprehensive trail network will encourage visitors to travel to lesser visited sub-regions in the Shire, leading to greater tourism exposure and distribution of visitor expenditure.

→ Other Benefits

- Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
- Encourage a reduction of environmental pollution and traffic noise
- Encourage improved physical and cognitive health for children and seniors
- Encourage an increase in social connection and civic pride

→ Satisfies and aligns with local and state Government's strategic objectives including:

- Victoria's Cycling Strategy
- Victoria's Visitor Economy Strategy
- Mornington Peninsula Shire Council Plan
- Mornington Peninsula Bicycle Strategy
- Mornington Peninsula Shire's Health and Wellbeing Plan
- Mornington Peninsula Shire's Sustainable Transport Strategy



1. BACKGROUND

1.1. INTRODUCTION

Mornington Peninsula Shire Council engaged Urban Enterprise to prepare a market and economic impact assessment for the identified 'missing links' of the Peninsula Trail.

This assessment is an update to the 2019 Report, and includes an up-to-date market and economic assessment.

The Peninsula Trail is one of the most scenic shared trails in Victoria, as it meanders across the Peninsula; along the coastal environment and foreshore areas and into the Hinterland. The existing trail links key townships and population nodes, as well as areas outside of the Local Government Area including the Bayside area of Metropolitan Melbourne via the Port Phillip Peninsula Trail.

The Peninsula Trail is highly utilised for walking and cycling by residents and visitors. The trail links to the south eastern metropolitan areas via the Peninsula Link Trail and the Port Phillip Peninsula Trail. There are, however, evident 'missing links' across key sections of the trail that inhibit users ability to enjoy a continuous and integrated trail.

Eradicating the fragmented parts of the trail by constructing the 'missing links' would provide a continuous and integrated trail and would generate significant economic, social and environmental benefits through the improvements associated with trail access, amenity, connectivity and safety.

1.2. METHODOLOGY

1. Project Background and Strategic Context

- Identify and provide a general description of the 'missing links' of the Peninsula Trail; that if constructed, would create a continuous and integrated trail, leading to notable economic, social and environmental benefits.
- Review existing Local and State Government Strategy relevant to walking/cycling trail to ensure an alignment of priorities for active and sustainable transport, tourism infrastructure and health and wellbeing objectives.

2. Market Assessment

- Undertake a local catchment analysis to quantify the number of residents within local catchment areas and assess the local use of existing segments of the trail.
- Estimate the number of residents using the existing Peninsula Trail and assess local catchment areas which have limited access to the trail due to 'missing links'.
- Quantify the number of domestic day trip and overnight visitors to the region and the dispersal of visitation to sub-regions. Quantify the proportion of visitors using the trail for walking and cycling purposes.
- Assess case study examples of destination walking and cycling regions to provide a benchmark rate for the proportion of visitors engaging in walking and cycling.
- Adopting case study examples and using scenario modelling, project the estimated increase in visitors using the trail if the 'missing links' were constructed.

3. Economic Impact Assessment

- Identify the suite of benefits likely to occur from constructing the 'missing links'. The improvement to access, amenity, safety and connectivity is expected to increase the proportion of locals and visitors using the trail for walking and cycling activities, thus generating additional visitor expenditure and health cost saving benefits.
- Quantify the direct and indirect economic impacts during the construction and operational phase of the project.
- Provide a benefit to cost ratio having regard to the ongoing benefits expected to be delivered from the project.
- Assess other community and environmental benefits associated with delivering the project.

1.3. OVERVIEW OF THE PENINSULA TRAIL

The Peninsula Trail is one of the most scenic shared trails in Victoria, as it meanders across the Peninsula; along the coastal environment and foreshore areas and into the Hinterland. The existing trail links key townships and population nodes, as well as areas outside of the Local Government Area including the Bayside area in the south east of Metropolitan Melbourne via the Peninsula Link Trail and the Port Phillip Peninsula Trail.

Given the length of the existing trail and its dispersal across the region, there are several trails that combine and link up to form the Peninsula Trail. These include:

- The Port Phillip Peninsula Trail (61.41 km); and
- The Western Port Peninsula Trail (50.19 km).

The total length of the Peninsula Trail, including the missing links is approximately 111.6 km.

The current trail is well utilised by residents and visitors for cycling and walking purposes, but there are clear fragmented areas at strategic locations.

1.4. WHAT ARE THE 'MISSING LINKS'?

Figure 1 (overleaf) shows the existing trail, as well as the identified 'missing links' (*indicative only*). The figure shows that there are clear fragmented areas along the trail and if constructed; would provide a fully integrated and continuous trail.

In total, there are eleven missing links that range in terms of location, length and priority. An overview of the missing links is provided below, and an indicative aerial image of each missing link is provided in Appendix A.

PRIORITY 1: SOMERVILLE TO BAXTER / MORNINGTON TO MOOROODUC

1. Somerville to Baxter (4.64 km)

- A path that connects Somerville to Frankston-Baxter Trail and to the Peninsula Link Trail along Stony Point Railway line.

2. Mornington to Moorooduc (4.9 km)

- A path that connects Mornington to the Peninsula Link Trail along the Mornington Tourist Railway.

PRIORITY 2: ANTHONY'S NOSE / WHITECLIFFS / BLAIRGOWRIE YACHT CLUB / HUGHES ROAD

3. Anthony's Nose in Dromana (750 metres)

- Improve the existing track along the seawall and beyond the Anthony's Nose boat ramp.

4. Whitecliffs Rye (175 metres)

- An intricate path and boardwalk that meanders through the Whitecliffs sand dunes, connecting the Peninsula Trail between Rye and Blairgowrie

5. Blairgowrie Yacht Club (760 metres)

- A path that connects to the missing section on the foreshore at the end of Hughes Road.

6. Hughes Road (200 metres)

- A path that features some boardwalk sections that meanders through the sand dunes of Blairgowrie foreshore.

PRIORITY 3: MERRICK TO BALNARRING / BALNARRING TO BITTERN

7. Merricks to Balnarring (4.15 km)

- A path that travels alongside Frankston-Flinders Road, connecting Merricks to Balnarring

8. Balnarring to Bittern (5.7 km)

- A path that travels alongside Frankston-Flinders Road, connecting Balnarring to Bittern.

PRIORITY 4: SAFETY BEACH TO MOUNT MARTHA / RED HILL TO ARTHURS SEAT / ARTHURS SEAT TO POINT NEPEAN ROAD

9. Safety Beach to Mount Martha (7.8 km)

- A path that connect Safety Beach and Mount Martha, traveling along the Peninsula Link and Nepean Highway.

10. Red Hill to Arthurs Seat (4.5 km)

- A path commencing at Mornington-Flinders Road that travels alongside Arthurs Seat Road to Purves Road.

11. Arthurs Seat to Point Nepean Road (8 km)

- A path that connects Arthurs Seat with Point Nepean Road. The path travels alongside Arthurs Seat Road, meanders through the State Park and links up with McCulloch Street and through to Point Nepean Road.

PENINSULA TRAIL MISSING LINKS

LEGEND

- Existing Trail
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●●● ●● Priority Trail Link 2 ●●●●●●●●

Anthony's Nose (750 m)

Improve the existing track along the seawall and beyond the Anthony's Nose boat ramp.

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Blairgowrie Yacht Club (760 m)

A path that connects to the missing section on the foreshore at the end of Hughes Road.

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A path that features some boardwalk sections that meanders through the sand dunes of Blairgowrie foreshore.

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Balnarring to Bittern (5.7 km)

A path that travels alongside Frankston-Flinders Road, connecting Balnarring to Bittern.

.....Priority Trail Link 4.....

Safety Beach to Mount Martha (7.8 km)

A path that connect Safety Beach and Mount Martha, travelling along the Peninsula Link and Nepean Highway.

Red Hill to Arthur's Seat (4.5 km)

A path commencing at Mornington-Flinders Road that travels alongside Arthurs Seat Road to Purves Road.

Arthurs Seat to Point Nepean Road (8 km)

A path that connects Arthurs Seat with Point Nepean Road. The path travels alongside Arthurs Seat Road, meanders through the State Park and links up with McCulloch Street and through to Point Nepean Road.

1.5. INVESTMENT LOGIC MAP

Figure 2 (overleaf) shows an Investment Logic Map (ILM) for the Peninsula Trail's 'missing links'. An ILM is typically used to strategically map the lifecycle of the project; starting by defining the problem or issue that needs to be addressed. Once the problem has been defined, the ILM identifies the potential benefits, if the issue were to be addressed. From there, a logical response is formulated, outlining the process to deliver the solution.

DEFINING THE PROBLEM

- There are missing links at key sections of the Peninsula Trail.
- The Trail is not continuous or fully integrated, resulting in unequal access, reduced connectivity and safety concerns.
- Some of the Shire's Activity Centres and key population nodes are not connected via the trail.
- There is a disconnect at well visited areas in the southern peninsula.

WHAT ARE THE POTENTIAL BENEFITS?

- Improve access, connectivity and safety, leading to a lower-stress experience for users, and encouraging higher utilisation by locals and visitors.
- Encourage a dispersal of visitors to less visited sub-regions, leading to a dispersal of tourism exposure and distribution of expenditure.
- Encourage an increase in commuter and recreation active transport trips, alleviating traffic and congestion and providing health, wellbeing and environmental benefits.
- Strengthen Mornington Peninsula's brand as a premier walking and cycling destination by allowing a broad range of cycling segments to undertake longer journeys and linking with metropolitan areas via the Peninsula Link Trail and the Port Phillip Peninsula Trail.

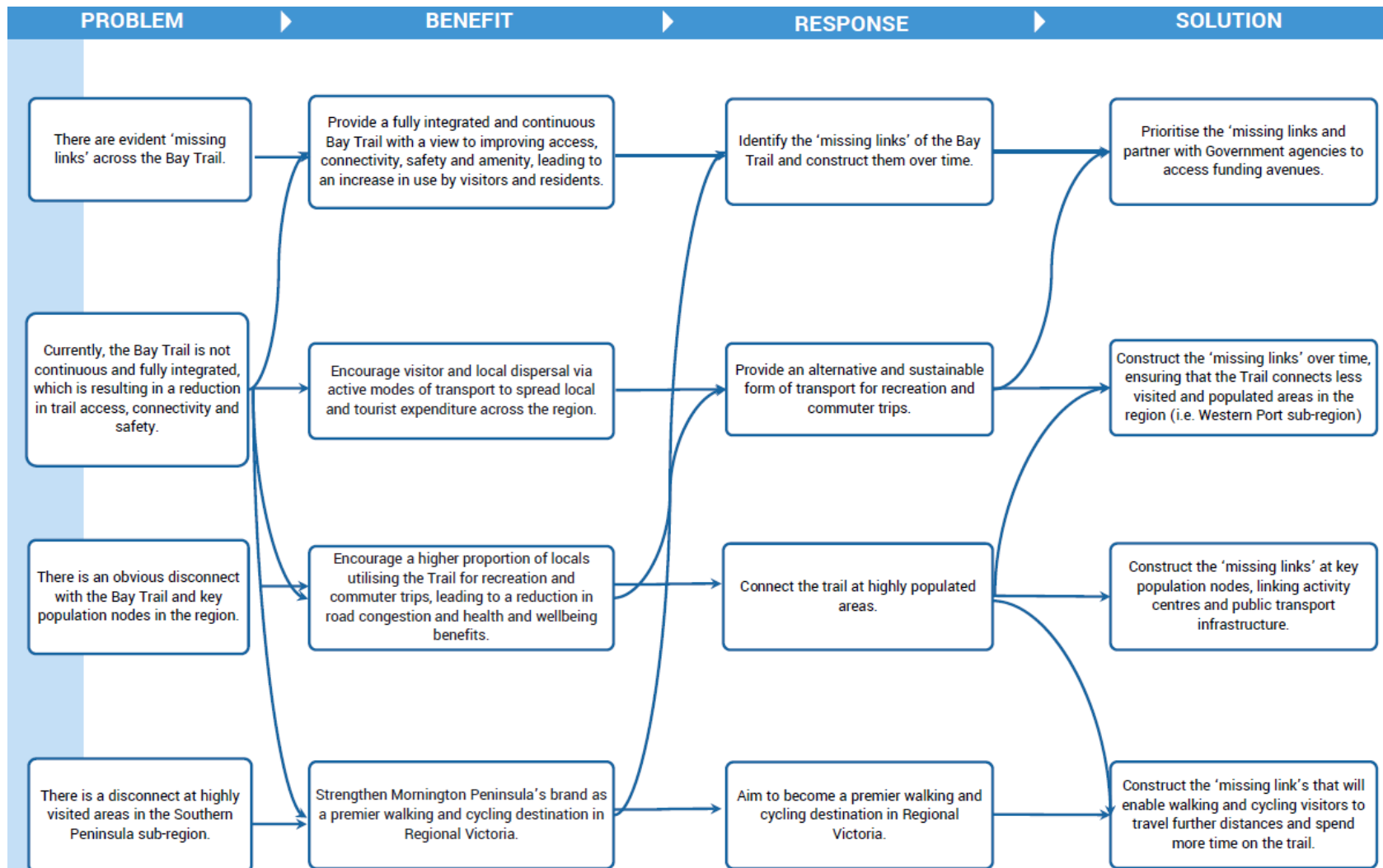
FORMULATE A RESPONSE

- Provide a safer, lower-stress, alternative and sustainable form of off-road transportation for active transport users.
- Identify the missing links and develop preferred routes.
- Construct the missing links at highly populated areas, connecting key residential areas, activity centres, public infrastructure (e.g. schools, health and medical facilities), open spaces and tourist attractions.
- Aim to become the leading recreational walking and cycling destination in Regional Victoria.

SOLUTION

- Prioritise the 'missing links' and complete the planning and design phase.
- Partner and consult with Government agencies to address barriers to delivery and explore potential funding opportunities.
- Construct and deliver the missing links over time.

F2. INVESTMENT LOGIC MAP –PENINSULA TRAIL MISSING LINKS



Source: Investment Logic Map, Urban Enterprise 2019

1.6. STRATEGIC CONTEXT

1.6.1. STATE

State Government is supporting and investing in new and improved Walking/Cycling infrastructure

Walking and cycling are central to a sustainable, safe transport system and the State Government is recognising its importance, particularly for diversifying the State's transport system and encouraging walking and cycling for its recreation and health related benefits.

The State Government is supporting the development of new and improved walking and cycling infrastructure in both Melbourne and Regional Victoria. Examples of key walking/cycling infrastructure that have been supported by State Government include:

- Melbourne CBD to Scoresby, between Warrigal Road and Waverley Road;
- Box Hill to Ashburton;
- Paths between Monash University and Clayton and Syndal train stations;
- Shared paths from Bayswater to Lilydale (the missing link in the Carrum-Warburton trail);
- Shared paths from Box Hill to Ringwood;
- Warburton Mountain Bike Destination Project;
- 112-kilometre Omeo Mountain Bike Trail; and
- Shared bike path between Morwell and Traralgon.

VICTORIA'S VISITOR ECONOMY STRATEGY 2016 TO 2020

Victoria's Visitor Economy Strategy (2016 – 2020) supports development and investment in recreational assets in Regional Victoria

Victoria's Visitor Economy Strategy sets a goal of increasing visitor spending to \$36.5 billion by 2025 and identifies nine priorities to achieve this goal. One of which is to provide better tourism infrastructure.

A relevant action for this strategic priority is to *"invest in outdoor recreation infrastructure that increases visitation and length of stay in regional and rural areas and also benefits locals"*.

This clearly aligns with Mornington Peninsula Shire's proposed development and construction of 'missing links' across the Peninsula Trail.

VICTORIA'S CYCLING STRATEGY (2018)

There are increasing pressures on Victoria's transport system, largely as a result of unprecedented population growth that has occurred and is forecast to continue in metropolitan and interface areas, as well as a high dependency on motor vehicles as the primary means of transport. The Victorian Cycling Strategy (2018-2028) acknowledges the need to alleviate congestion through boosting the number of walking/cycling trips.

According to the Cycling Strategy (2018), the vision for cycling is to increase the number, frequency and diversity of Victorians cycling for transport by:

- Investing in a safer, lower-stress, better-connected network, prioritising strategic cycling corridors; and
- Making cycling a more inclusive experience.

The Strategy also states that approximately 60% of Victorians are curious about cycling and like to ride but are deterred as a result of safety concerns arising from a poor-connected network.

Encouraging more people to cycle could reduce congestion on public transport and reduce the number of motor vehicles on the road network.

Improving and upgrading the Peninsula Trail satisfies a suite of objectives in Victoria's Cycling Strategy (2018 to 2028)

The two overarching goals of Victoria's Cycling Strategy (2018) are to invest in a safer, lower stress, better connected network and make cycling a more inclusive experience.

Goal 1: Invest in a safer, lower-stress, better-connected network

- Improve safety using a Safe System approach ✓
- Provide a lower-stress cycling experience ✓
- Prioritise strategic cycling corridors for investment ✓
- Integrate cycling and public transport ✓

Goal 2: Make cycling a more inclusive experience

- Increase the participation of underrepresented groups ✓
- Support cycling to school ✓
- Support recreational cycling and sport, tourism and community events ✓

By constructing the 'missing links' identified across the existing Peninsula Trail, it would significantly improve the access and safety of the trail, as well as providing a more integrated trail.

The Strategy indicates that the highest proportion of cycling participants are men aged below 45 years. by providing off-road cycling options to residents and visitors, it is more likely that less represented groups would engage in cycling, particularly if barriers perceived with safety are reduced, potentially leading to more female and youth participants.

1.6.2. LOCAL

MORNINGTON PENINSULA'S COUNCIL PLAN (2017 – 2021)

The Council Plan is a blueprint for the organisation over a four year period and sets Council's direction around four key themes: Our Place, Our Connectivity, Our Prosperity, and Our Wellbeing.

Improving and upgrading the Peninsula Trail through the construction of key missing links satisfies key objectives of the Council Plan:

Strategic Objective: Our advocacy and communications lead to improved mobility and connectivity accessible to all within the Mornington Peninsula

- Investigate opportunities to reduce congestion across the Shire's road network ✓
- Educate and advocate for the ongoing implementation of sustainable transport options in the Shire ✓
- Educate and promote alternative transport options within the Shire ✓

Strategic Objective: We support an integrated transport and connectivity network

- Plan and deliver transport infrastructure to service the needs of the Mornington Peninsula community ✓
- Improve walking and cycling infrastructure to drive active transport and increase awareness of the needs of all road users ✓
- Implement the Shire's footpath strategy, including activating footpath "missing links" to ensure continuation of paths of travel ✓
- Continue the enhancement of the Shire's trail network ✓

MORNINGTON PENINSULA BICYCLE STRATEGY RIDE SAFE (2010)

The Shire's Bicycle Strategy was prepared in 2010. The aim of the Strategy is to:

- Actively encourage and promote the use of bicycles for sustainable transport to work, school, shopping and recreation to reduce the dependency on cars and offer healthy and sustainable alternatives.
- Plan to reduce bicycle casualty crashes through well designed and located infrastructure and increased driver awareness of cyclists and cyclist awareness of hazards.
- To recognize the varying experience, skill levels and needs of cyclist from school age through to retirement age and to plan appropriate facilities that enable the whole community to participate and enjoy cycling.
- To actively pursue bicycle links to Mornington, Baxter, Somerville and Rosebud as part of the bicycle paths constructed in conjunction with the Peninsula Link (Frankston By-Pass).
- To recognize the Mornington Peninsula's attraction to touring and tourist cyclists.

The Shire's Bicycle Strategy aims to encourage greater resident and visitor participation in cycling by improving the access, connectivity and safety of the on-road and off-road trail network over time. Eradicating the 'missing links' of the Peninsula Trail and creating an integrated and continuous trail satisfies the key aim of the Strategy.

MORNINGTON PENINSULA OPEN SPACE STRATEGY (2002)

One of the strategic priorities detailed in the Shire's Open Space Strategy refers to continually improve the trails network in the Shire through ongoing upgrades and management.

Key 'trail' actions within the Strategy that are relevant to the proposed construction of the Peninsula Trail's missing links are as follows:

- Identify gaps in linkages
- Identify opportunities to link into the trail network

- Link outlying subdivisions with town centres either through footpath provision or appropriately surfaced trail network
- In accordance with the program of trail development as proposed in the 'Shared Pathway Trail Strategy' develop the network of regional trails, ensuring that they integrate well with the township trail and footpath network.

MORNINGTON PENINSULA'S HEALTH & WELLBEING PLAN (2017 - 2021) & SUSTAINABLE TRANSPORT STRATEGY (2015 - 2020)

Improvements to the Shire's trail network aligns with, and satisfies Council's health and wellbeing and transport objectives

Constructing the 'missing links' of the Peninsula Trail would significantly improve the accessibility of the trail, as well as the connectivity to key population nodes, activity centres and community assets. The proposed construction of the 'missing links' aligns with some of the key objectives of Mornington Peninsula Shire's Health and Wellbeing Plan 2017 – 2021:

Strategic Objective 2 - We support an integrated transport and connectivity network

- Provide and enhance the range of bicycle facilities on and off road that connect community members to public transport, activity centres and open space. ✓
- Promote and encourage use of walking and cycling paths for active transport, recreation and tourism purposes. ✓

Mornington Peninsula Shire's Sustainable Transport Strategy (STS) outlines Council's vision for sustainable transport and is intended to inform planning and decision making in relation to sustainable transport for the Mornington Peninsula Shire (MPS).

The STS outlines six key priorities for sustainable transport in the Shire. Provision of the proposed 'missing links' of the Peninsula Trail satisfies four of the priorities, including:

- Reduce our high dependency on private motor vehicle usage. There is a high demand from residents for better opportunities to access alternative transport options to cars, such as better cycling/walking facilities. ✓

- Increase instances of active transport by promoting walking and riding as modes of transport to improve physical, social and mental health outcomes of our residents. ✓
- Ensuring we integrate transport and land use planning. Especially in new residential and commercial developments and precinct structure plans. ✓
- Less traffic congestion around schools, and our desire to reduce congestion at peak times to improve road safety and accessibility for all types of road users and increase levels of active transport instances. ✓

MORNINGTON PENINSULA PEDESTRIAN ACCESS STRATEGY (2018)

The Pedestrian Access Strategy (2018) aims to create safe, accessible and connected pedestrian networks that encourage and facilitate pedestrian movement to key destinations. Improved connectivity and safety of the path network throughout the Shire will not only increase accessibility for those with disabilities, but will facilitate pedestrian movement including walking, cycling and other nonvehicular modes of transport.

Eliminating fragmented areas across the Shire's trail network would satisfy some of the strategic priorities of the Shire's Pedestrian Access Strategy, including:

- Improve safety and accessibility for the users of the path network ✓
- Development of a connected and integrated township network of paths ✓
- Enhance the user experience to facilitate and encourage pedestrian movement ✓
- Promote the use and tourism of recreational trails ✓

KEY FINDINGS

Providing new and improved trails is recognised as an effective method to ease road congestion, generate ongoing economic benefits, promote a healthy community and strengthen tourist destinations.

There is strong strategic support from the State Government to invest in trails and other walking/cycling infrastructure for the purpose of economic growth. The drivers of economic benefits associated with walking/cycling trails include visitor attraction and dispersal, increasing visitor yield, as well as promoting active modes of transportation through improved access and connectivity, leading to greater utilisation and associated health and wellbeing benefits.

Further, constructing the 'missing links' of the Peninsula Trail aligns with, and satisfies some of the core objectives of key Council strategies such as the Council Plan, Bicycle Strategy, Health and Wellbeing Plan, Sustainable Transport Strategy and Pedestrian Access Strategy. Particularly in relation to promoting active transport and connecting highly populated areas, increasing participation in walking/cycling activities, easing road congestion and reducing motor vehicle dependency across the Shire.

2. MARKET ASSESSMENT

2.1. INTRODUCTION

This section provides an overview of the trail catchment and a market assessment of the existing trail having regard to the estimated level of use by both locals and visitors for walking and cycling purposes.

Estimating the number of locals and visitors using the Trail is based on an adopted set of assumptions and has been formulated based on primary and secondary research. A detailed list of assumptions is provided in **Appendix B**.

2.2. LOCAL TRAIL CATCHMENT AREAS & KEY POPULATION NODES

In order to quantify the number of locals and visitors utilising the trail, a local trail catchment area has been defined.

Based on the spatial dispersal of the trail, there are logical sections that are assumed to be used by locals and visitors that are more accessible and in close proximity.

Figure 3 (overleaf) shows the dispersal of population across the Mornington Peninsula; highlighting the local catchments for certain segments of the trail. Matching the existing parts of the trail to resident use is based on proximity and access.

It is assumed that residents utilise sections of the trail that are both close and accessible. For example, residents in Portsea and Sorrento are more likely to use the western sections of the Peninsula Trail more regularly than the eastern sections found in Mornington.

There are approximately 160,000 residents in the Mornington Peninsula Local Government Area. Figure 2 shows the following local trail (and sub-regional) catchments:

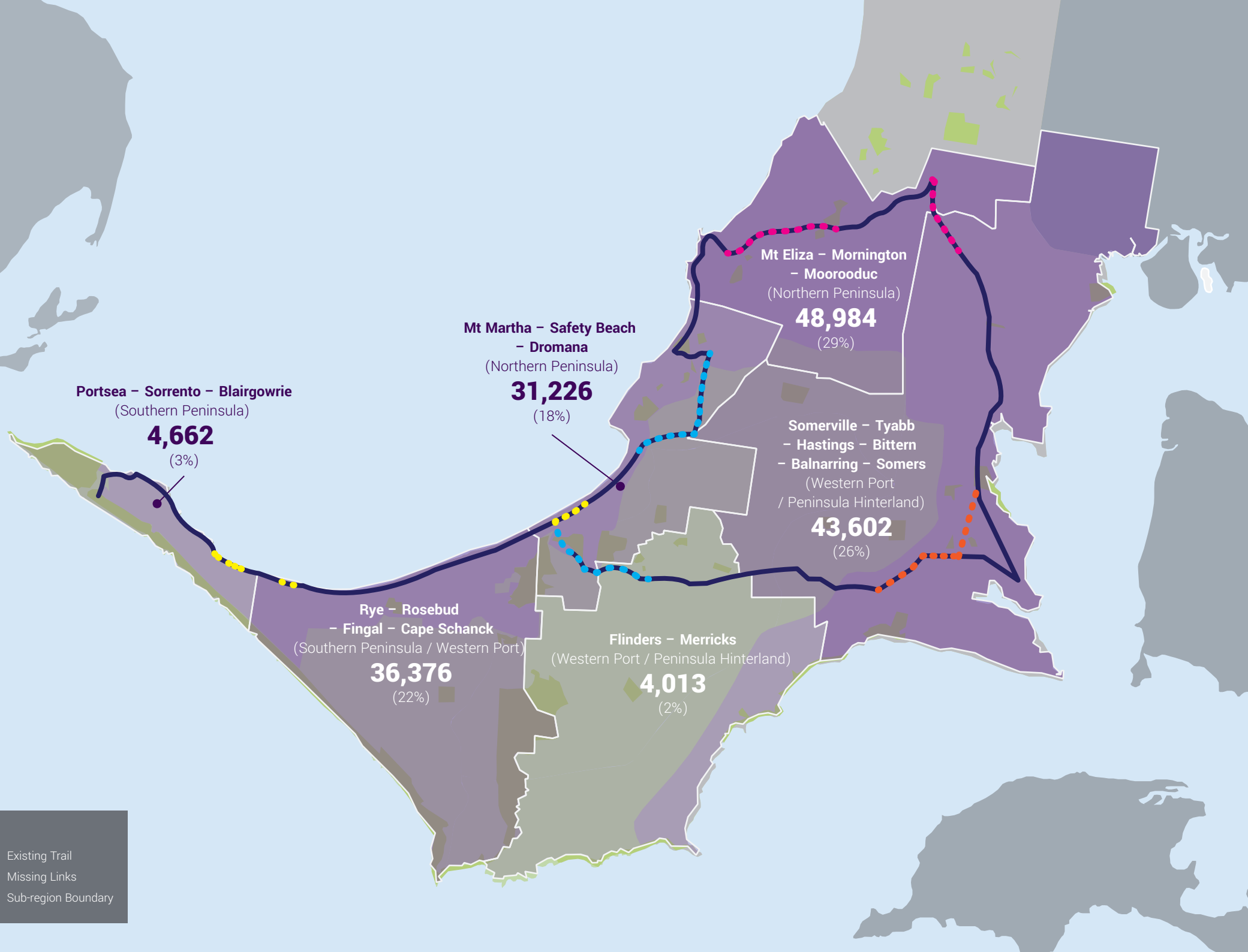
- **Mt Eliza – Mornington – Moorooduc** (Northern Peninsula): 46,389 residents (29%);
- **Somerville – Tyabb – Hastings – Bittern – Balnarring – Somers** (Western Port / Peninsula Hinterland): 41,292 residents (26%);
- **Rye – Rosebud – Fingal – Cape Schanck** (Southern Peninsula / Western Port): 34,449 residents (22%);
- **Mt Martha – Safety Beach – Dromana** (Northern Peninsula): 29,572 residents (18%);
- **Portsea – Sorrento – Blairgowrie** (Southern Peninsula): 4,415 residents (3%); and
- **Flinders – Merricks** (Western Port / Peninsula Hinterland): 3,800 residents (2%).

The figure shows that the largest proportion of residents are concentrated on the northern peninsula (i.e. Mt Eliza, Mornington, Mt Martha), the northern portion of the southern peninsula (i.e. Rosebud and Dromana) and the Western Port (i.e. Hastings and Balnarring).

Less populated areas include the southernmost portion of the Peninsula (i.e. Sorrento and Portsea), the southern portion of Western Port (i.e. Cape Schanck and Flinders).

LEGEND

- Existing Trail
- Missing Links
- Sub-region Boundary



2.2.1. LOCAL USE OF THE TRAIL

To estimate the number of residents who engage and participate in cycling and walking for both exercise, recreation and commuting purposes, a range of indicators have been assessed including:

- Walking and Cycling Participation in Australian (annual survey), AusPlay, 2016-2021
- VicHealth's Indicator Survey, VicHealth 2015;
- Participation in Sport and Physical Recreation, Australian Bureau of Statistics (ABS) 2014;
- Victorian Cycling Strategy 2018 - 2028, Transport for Victoria 2018; and
- Cycling Participation by State, Roy Morgan 2015.

Based on the adopted local trail catchments (Figure 2) across the Mornington Peninsula, Table 1 provides an estimated range for the number of locals participating in walking and cycling.

AusPlay conduct an annual survey that measures the walking and cycling participation rate across Australia. Each year the survey receives more than 20,000 respondents – making it the most substantial survey and sample of its kind in Australia. The results provide a useful benchmark participation rate that can be monitored over time.

According to AusPlay, on average 51% of the population participated in regular walking for recreation purposes and 18% of the population participated in cycling.

Applying these participation rates to Mornington Peninsula's population results in the following:

- It is estimated that at least 30,400 residents regularly engage in cycling for exercise purposes; and
- It is estimated that up to 86,000 residents regularly engage in walking for exercise purposes.

T1. ESTIMATED RESIDENT PARTICIPATION IN CYCLING & WALKING

	Resident population	Cycling	Walking
Mt Eliza – Mornington – Moorooduc (Northern Peninsula)	48,984	8,817	24,982
Somerville – Tyabb – Hastings – Bittern – Balnarring – Somers (Western Port / Peninsula Hinterland)	43,602	7,848	22,237
Rye – Rosebud – Fingal – Cape Schanck (Southern Peninsula / Western Port)	36,376	6,548	18,552
Mt Martha – Safety Beach – Dromana (Northern Peninsula):	31,226	5,621	15,925
Portsea – Sorrento – Blairgowrie (Southern Peninsula)	4,662	839	2,378
Flinders – Merricks (Western Port / Peninsula Hinterland):	4,013	722	2,046
Total	168,862	30,395	86,120

Source: Urban Enterprise 2022, derived from Walking and Cycling Participation Survey, AusPlay, June 2021

KEY FINDINGS

Based on the dispersal and location of residents across Mornington Peninsula, there is an evident gap in trail provision (i.e. the missing links) at key population nodes. This is highlighted by the following:

- 29% of Mornington Peninsula's population live in the Mt Eliza – Mornington – Moorooduc catchment and includes the key 'missing link' between Mornington to Moorooduc.
- 26% of Mornington Peninsula's population live in the Somerville – Tyabb – Hastings – Bittern – Balnarring – Somers catchment and includes the key 'missing link' between Baxter and Somerville.
- 8% of Mornington Peninsula's population live in the Mt Martha – Safety Beach – Dromana catchment and includes the key 'missing link' between Safety Beach and Mt Martha.

Constructing the missing links would provide greater accessibility and trail connectivity for residents in more highly populated catchments.

2.3. VISITOR MARKET ASSESSMENT

This section provides a snapshot of domestic and international visitation trends to Mornington Peninsula. The assessment has regard to historical trends in visitation, dispersal of trips, as well as an assessment of annual domestic overnight and daytrip visitors engaging in cycling and bush/coastal walking activities.

2.3.1. TOTAL VISITATION

Between 2015 and 2019, Mornington Peninsula attracted approximately 4.48 million visitors per annum. Total visitation consisted of 75% domestic day trips, 24% domestic overnight trips and 1% international trips. Prior to the pandemic, Mornington Peninsula recorded strong annual visitation growth, particularly across day trip and overnight trip domestic markets. There was a notable uplift in visitation in 2019, attracting 6.38 million visitors.

Please note that data has been collected for the 5-year period prior to the COVID-19 pandemic due to the underrepresented visitation data in 2020 and 2021 due to lockdowns, travel restrictions and border closures.

T2. TOTAL DOMESTIC AND INTERNATIONAL VISITATION – MORNINGTON PENINSULA – 2015 TO 2019 (YE SEPT)

YE SEPT	DAY TRIPS	OVERNIGHT TRIPS	INTERNATIONAL TRIPS
2015	3,337,000	1,117,000	29,898
2016	3,634,000	1,283,000	37,939
2017	4,414,000	1,323,000	42,780
2018	4,649,000	1,630,000	44,228
2019	6,386,000	1,940,000	65,000
AVE	4,484,000	1,458,000	44,000

Source: National Visitor Survey (NVS) / International Visitor Survey (IVS), Tourism Research Australia (TRA), 2015 to 2019 (YE Sept)

2.3.2. DISPERSAL OF VISITATION

Domestic and international visitation is dispersed across the Mornington Peninsula, with day and overnight trips attracted to a range of destinations and sub-regional areas.

Figures 4, 5 and 6 show the dispersal of domestic day trip, domestic overnight and international visitation across the following sub-regions:

- Frankston and Surrounds;
- Northern Peninsula;
- Western Port;
- Peninsula Hinterland; and
- Southern Peninsula.

Findings in relation to visitor dispersal taken from the Mornington Peninsula Visitor Journey's Research undertaken by Urban Enterprise includes the following:

- Southern Peninsula attracts 40% of total visitation;
- Peninsula Hinterland attracts 16% of total visitation;
- Frankston and Surrounds attracts 16% of total visitation;
- Northern Peninsula attracts 15% of total visitation; and
- Western Port attracts 13% of total visitation.

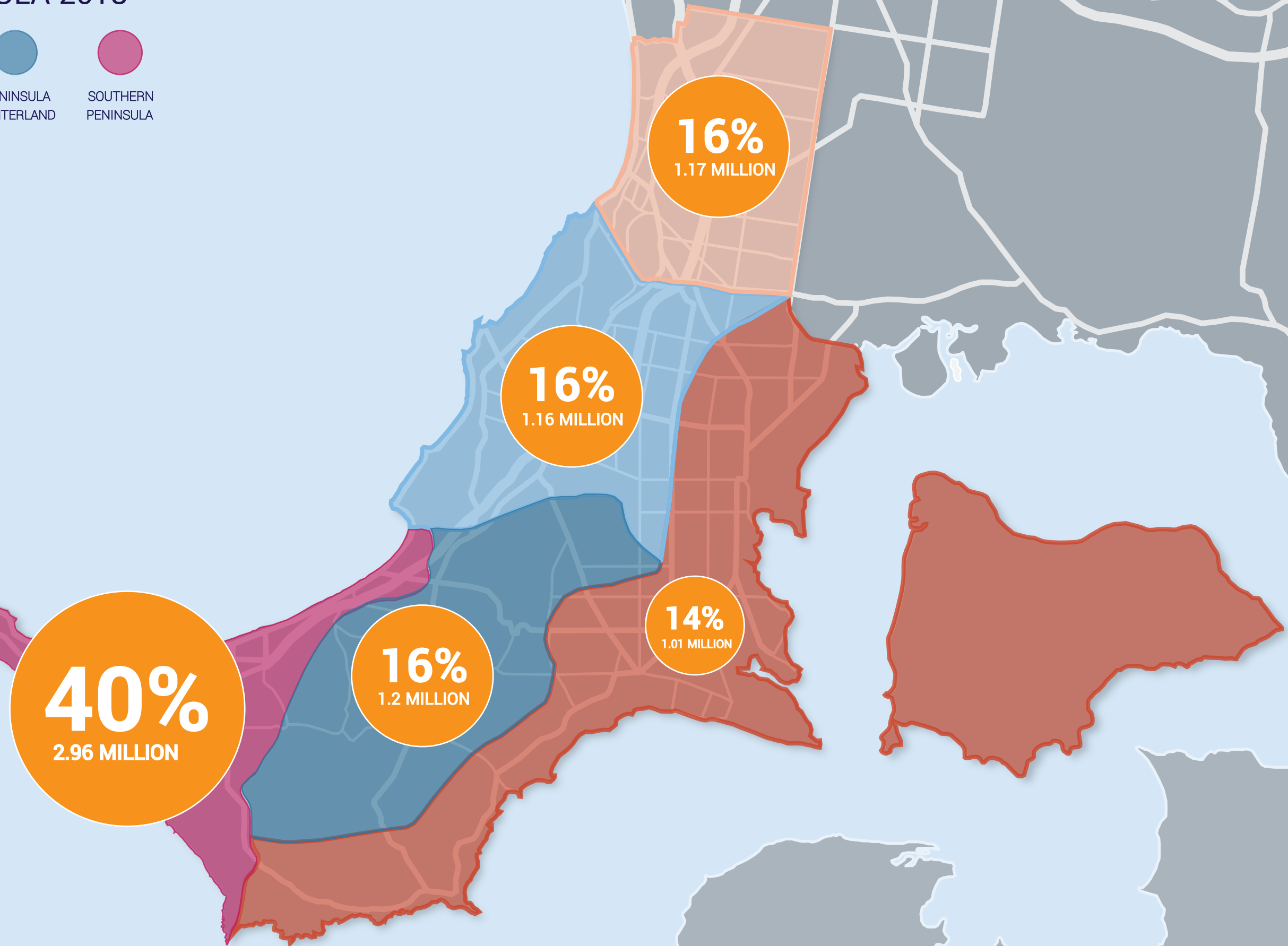
KEY FINDINGS

The Southern Peninsula sub-region clearly attracts the highest proportion of visitation across the Mornington Peninsula.

This sub-region includes the key 'missing links' of Whitecliffs in Rye, Anthony's Nose in Dromana, Hughes Road, Blairgowrie and the Blairgowrie Yacht Club. Given the significant proportion of domestic and international visitors to the area, constructing the 'missing links' would be more attractive for existing and future visitors as it would provide greater accessibility and trail connectivity.

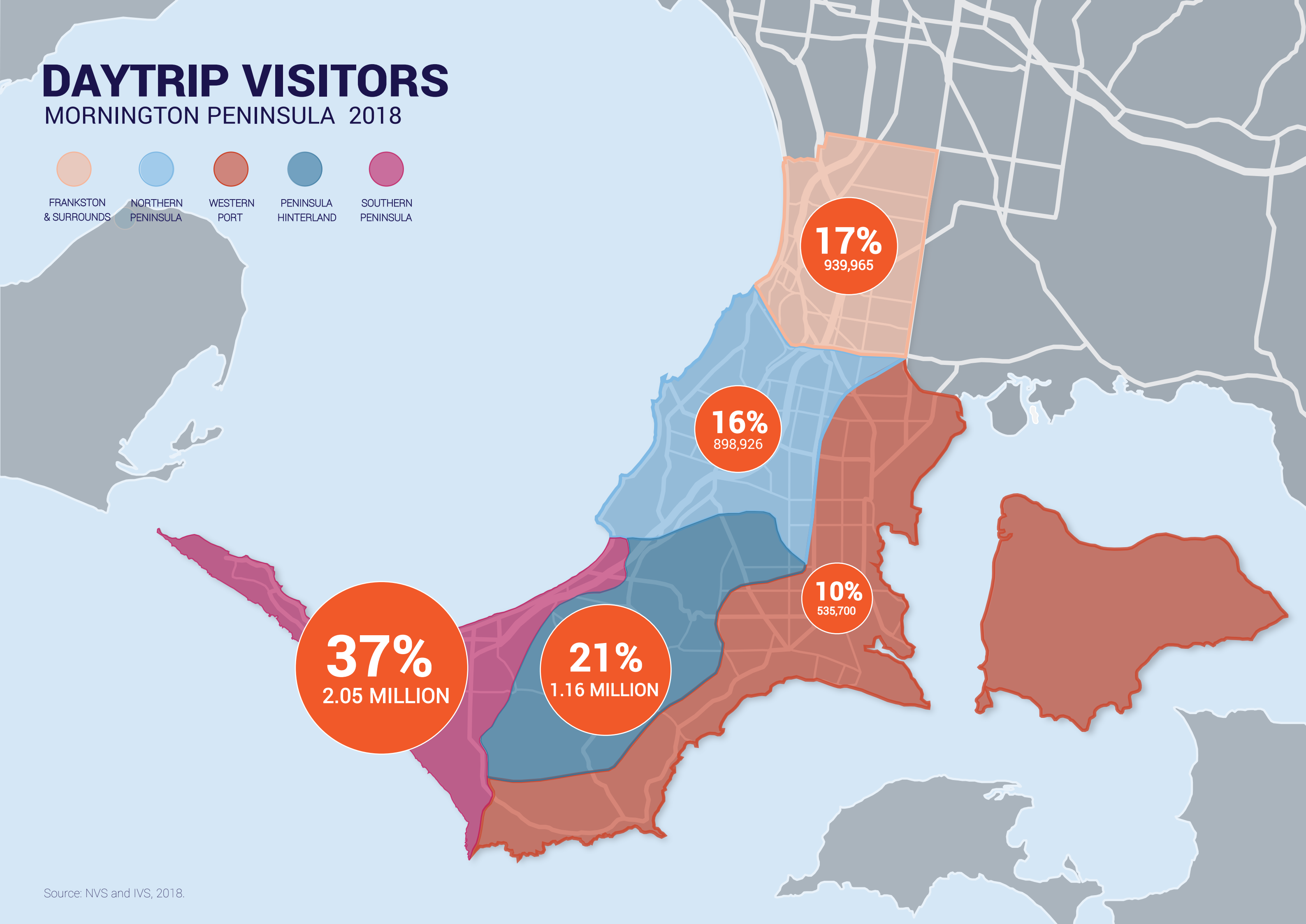
TOTAL VISITORS

MORNINGTON PENINSULA 2018



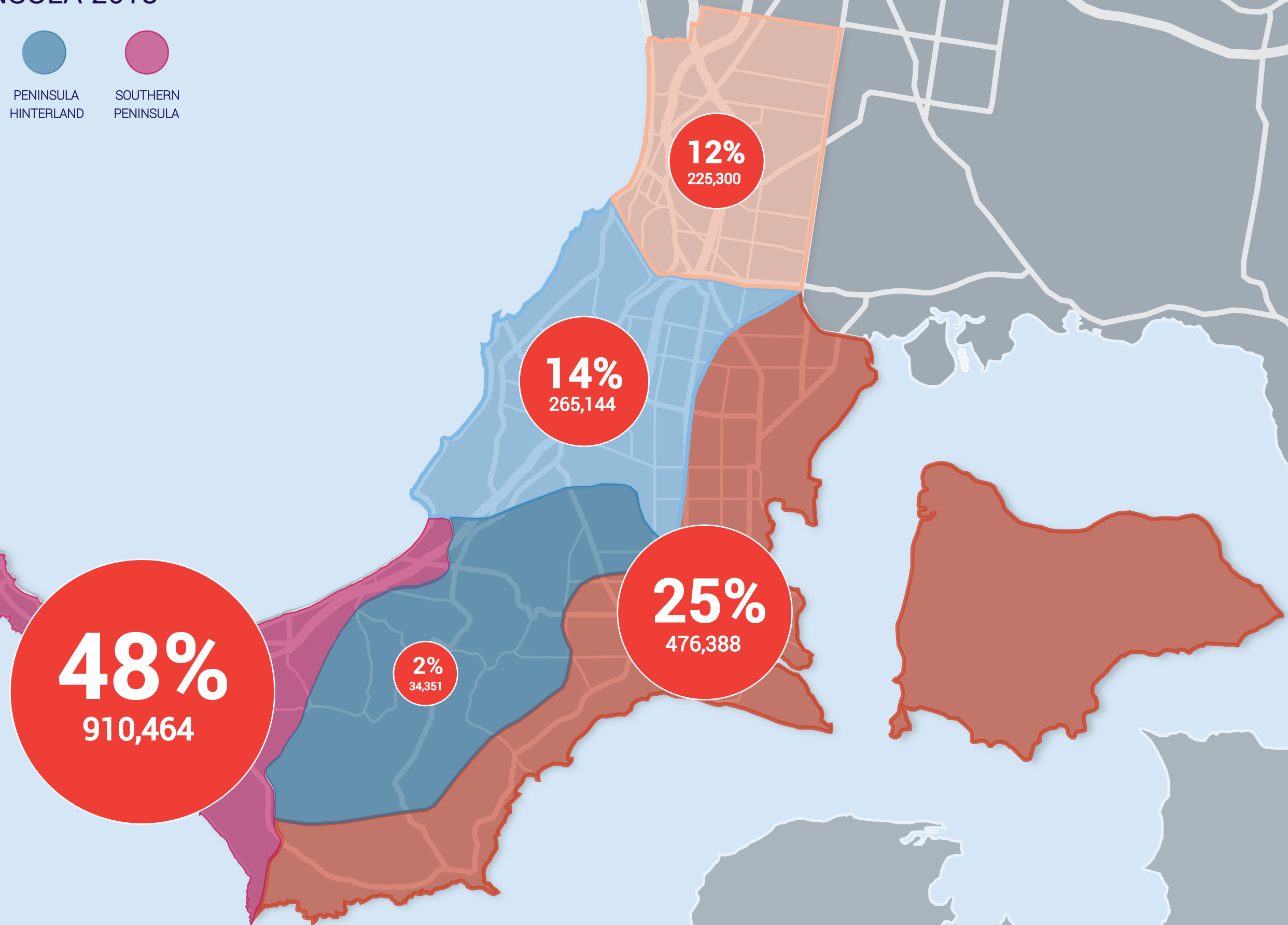
DAYTRIP VISITORS

MORNINGTON PENINSULA 2018



OVERNIGHT VISITORS

MORNINGTON PENINSULA 2018



2.3.3. EXISTING VISITORS USING THE TRAIL

According to Tourism Research Australia (TRA), 1.5% of domestic day trip visitors and 4.1% of domestic overnight visitors to the region engage in cycling.

Further, 4.3% of domestic day trip visitors and 10.8% of domestic overnight visitors to the region engage in bushwalking and coastal walking.

Applying these figures to the annual visitation to Mornington Peninsula results in approximately 176,000 domestic visitors engaging in cycling and 481,500 domestic visitors engaging in bushwalking / coastal walking.

Whilst it is difficult to say with certainty that all visitors engaging in walking and cycling utilise the Peninsula Trail, the figures presented in Table 3 indicate the level of visitors engaging in cycling and walking activities.

T3. TOTAL DOMESTIC VISITORS ENGAGING IN CYCLING & BUSHWALKING / COASTAL WALKING, 2019

	DAY TRIPS	OVERNIGHT TRIPS	TOTAL
% Who Cycle	96,079	79,773	175,852
% Who Go Bushwalking / Coastal Walking	271,536	209,994	481,530
TOTAL	367,615	289,767	657,382

Source: Mornington Peninsula Visitor Journeys Research, Urban Enterprise 2015, 2019

2.4. PROJECTED INCREASE IN VISITOR TRAIL USE

If the identified 'missing links' of the Peninsula Trail were constructed and delivered, it is expected that the proportion of visitors using the trail would increase considerably. To estimate the potential increase in visitor use, a number of case study regions that are recognised as walking and cycling destination have been assessed and adopted as benchmark cases.

Destination walking regions such as the Grampians region and Great Ocean Road region are considered to be premier walking destinations in Victoria given the significant walking trail offering and ongoing investment into trail maintenance and development.

Destination cycling regions such as High Country and the Goulburn River Valley provide benchmarks for cycling regions, particularly with existing trails such as the Murray to Mountains Rail Trail, High Country Rail Trail and the Great Victorian Rail Trail.

2.4.1. CASE STUDY ANALYSIS

WALKING / CYCLING CASE STUDY		REGION
	Bushwalking	The Grampians region
	Bushwalking / Coastal Walking	The Great Ocean Road region
	Cycling	High Country
	Cycling	Goulburn River Valley

Walking and cycling visitation for each region has been identified and a capture rate has been calculated and is based on the proportion of total visitation.

Figures have been sourced from Tourism Research Australia's (TRA) National Visitor Survey (NVS) for the 5-year period between 2014 and 2018 (year ending September).

WALKING CASE STUDY: GRAMPIANS REGION

The Grampians region encompasses the Local Government Areas of Northern Grampians, Southern Grampians, Horsham and Ararat.

There are a number of key bushwalking attractions in this region including the Black Range State Park and the Kara Kara National Park. The drawcard attraction, however, is the internationally renowned Grampians National Park, which is home to some of the world's most significant walking trails.

The Grampians Peaks Trail is one of the drivers of visitation to the Grampians National Park and the broader Grampians region due to the unparalleled natural and cultural landscapes it offers.

An extension and enhancement of the trail is currently underway and when complete, will provide a world-class long distance hiking experience, in which visitors can undertake a 13-day/12-night walk across the entire National Park. Stage one of the Grampians Peaks Trail is completed and operational and is located in the central area of the Park, in close proximity to Halls Gap.

Table 4 provides a summary of domestic day and domestic overnight trip visitors who engage in walking or cycling activities as part of their trip.

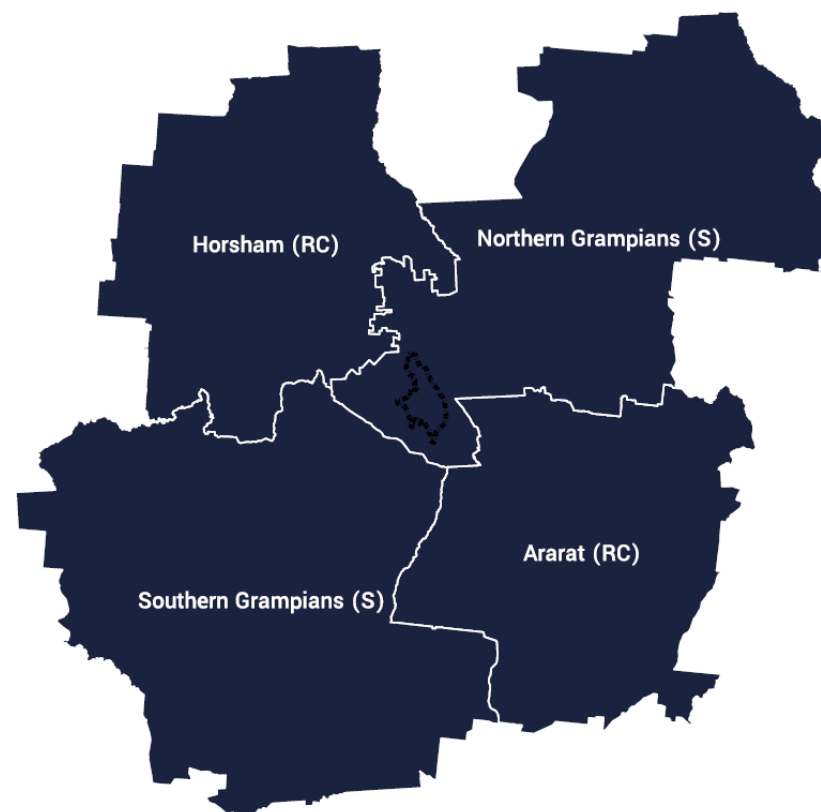
Based on the adopted data area, approximately 15% of day trip visitors and 30% of overnight visitors to the region engage in walking. This is considered a best case benchmark rate, given that bushwalking is the key strength of the region due to the significant number and quality of walking trails in the region.

T4. WALKING VISITORS – DOMESTIC DAY AND OVERNIGHT VISITORS - GRAMPIANS REGION

GRAMPIANS REGION	% OF VISITORS ENGAGING IN BUSHWALKING
Domestic day trips	15%
Domestic overnight trips	30%

Source: National Visitor Survey (NVS), Tourism Research Australia (TRA), 5-year average, 2014 to 2018 (YE Sept), derived by Urban Enterprise, 2019

F7. GRAMPIANS REGION



Source: Urban Enterprise, 2022

WALKING CASE STUDY: GREAT OCEAN ROAD REGION

The Great Ocean Road region encompasses the Local Government Areas of Colac-Otway, Surf Coast, Corangamite, Moyne, Warrnambool and Glenelg (see Figure 8).

The Great Ocean Road/Walk is a 100 km walk along Victoria's Great Ocean Road. The walk begins at Apollo Peninsula and finishes at Port Campbell and consists of 11 official sections; which range in length (3km to 16km) and difficulty (easy to hard). Each section can be completed individually or together. There are also a number of short walks of low difficulty which can be undertaken by visitors.

The walk offers a number of cultural experiences for visitors, with a number of aboriginal sites located along the trail. Visitors are also able to download the Great Ocean Walk Stories app and listen to personal accounts about colonial history and shipwrecks while undertaking the walk.

Table 5 provides a summary of domestic day and domestic overnight trip visitors who engage in walking or cycling activities as part of their trip.

Based on the adopted area, approximately 7% of day trip visitors and 19% of overnight visitors to the region engage in walking.

**T5. WALKING VISITORS – DOMESTIC DAY AND OVERNIGHT VISITORS –
GREAT OCEAN ROAD REGION**

GOR REGION	% OF VISITORS ENGAGING IN BUSHWALKING / COASTAL WALKING
Domestic day trips	7%
Domestic overnight trips	19%

Source: National Visitor Survey (NVS), Tourism Research Australia (TRA), 5-year average, 2014 to 2018 (YE Sept), derived by Urban Enterprise, 2019

F8. GREAT OCEAN ROAD REGION



Source: Urban Enterprise, 2022

CYCLING CASE STUDY: HIGH COUNTRY

The High Country is located in Victoria's North East and encompasses the Local Government Areas of Mansfield, Alpine, Wangaratta, Benalla, Indigo and Towong (see Figure 9). High Country is recognised as a premier cycling destination in Victoria and Australia as it boasts some of the most significant cycling trails in Australia including the Murray to Mountain Rail Trail, the Great Victorian Rail Trail and the High Country Rail Trail.

As an example, the Murray to Mountains Rail Trail is a 116 km long sealed trail which is marketed as Australia's premier rail trail. The trail consists of three separate sections, the "Mountains" section from Wangaratta to Bright and Beechworth, the "Murray" section from Rutherglen to Wahgunyah, and the "Heritage" section from Wangaratta to Oxley.

Murray to Mountains is the only rail trail that boasts a sealed surface, making it accessible for bicycles with road tyres. The scenery looking towards Victoria's Alps and well developed tourism product and townships makes it Victoria's number one rail trail experience. High Country is seen as an exemplary region for cycling tourism and a cycling destination in its own right.

Table 6 provides a summary of domestic day and domestic overnight trip visitors who engage in cycling activities as part of their trip in the High Country. Based on the adopted data area, approximately 2.6% of day trip visitors and 7% of overnight visitors to the region engage in cycling in the High Country.

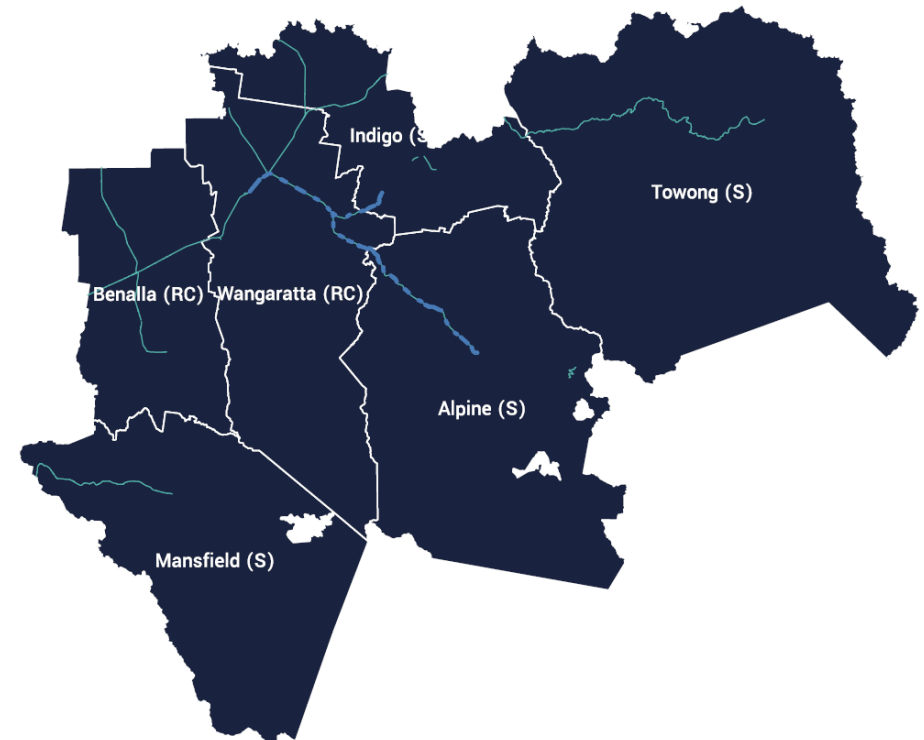
T6. CYCLING VISITORS – DOMESTIC DAY AND OVERNIGHT VISITORS – HIGH COUNTRY

HIGH COUNTRY	% OF VISITORS ENGAGING IN CYCLING
Domestic day trips	2.6% ¹
Domestic overnight trips	7%

Source: National Visitor Survey (NVS), Tourism Research Australia (TRA), 5-year average, 2014 to 2018 (YE Sept), derived by Urban Enterprise 2019

Note 1: Adopted the 2018 figure as opposed to a 5-year average due to the recent investment and exposure the region has attracted as a cycling destination, thus is more in-line with 'actual' visitation.

F9. HIGH COUNTRY



Source: Urban Enterprise, 2019

CYCLING CASE STUDY: GOULBURN RIVER VALLEY

Goulburn River Valley encompasses the Local Government Areas of Mitchell Shire, Murrindindi, Strathbogie and Greater Shepparton (refer to Figure 10).

The region is well visited, particularly for its nature based assets such as the Kinglake National Park, the Tallarook Ranges and Cathedral Range State Park. The region is popular for cycling, particularly due to its proximity and access to metropolitan Melbourne.

The Great Victorian Rail Trail is Australia's longest continuous rail trail, with Victoria's longest rail trail tunnel at Cheviot. The trail spans 134 kilometres from Tallarook, through Trawool, Yea to Molesworth and Yarck to Cathkin and Alexandra. Located less than one hour from Melbourne, the trail travels through countryside following the heritage classified Goulburn River at Tallarook and passes through the Trawool Valley. The trail largely travels through the Goulburn River Valley region and thus is highly popular for recreational cyclists.

Table 7 provides a summary of domestic day and domestic overnight trip visitors who engage in cycling activities as part of their trip in the Goulburn River Valley region.

Based on the adopted data area, approximately 1.2% of day trip visitors and 2.2% of overnight visitors to the region engage in cycling in the Goulburn River Valley.

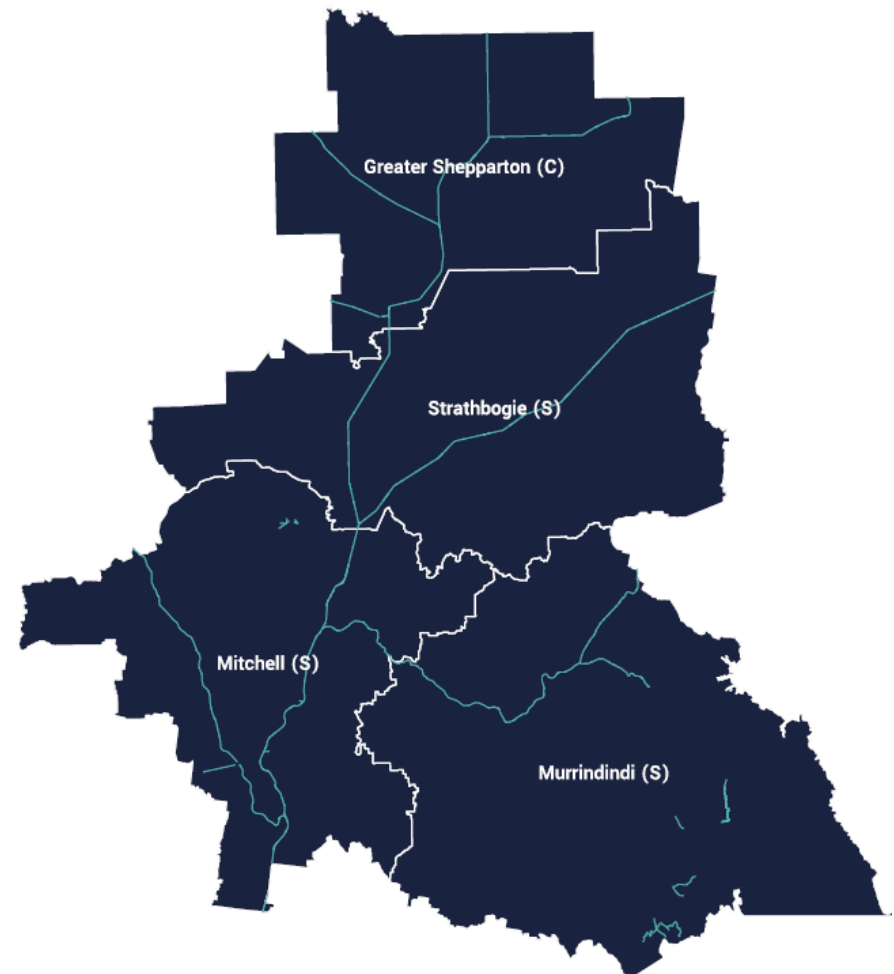
T7. CYCLING VISITORS – DOMESTIC DAY AND OVERNIGHT VISITORS – GOULBURN RIVER VALLEY

GOULBURN RIVER VALLEY ¹	% OF VISITORS ENGAGING IN CYCLING
Domestic day trips	1.2%
Domestic overnight trips	2.2%

Source: National Visitor Survey (NVS), Tourism Research Australia (TRA), 5-year average, 2014 to 2018 (YE Sept), derived by Urban Enterprise, 2019

Note 1: Greater Shepparton has been excluded from the assessment

F10. GOULBURN RIVER VALLEY REGION



Source: Urban Enterprise, 2019

SUMMARY OF CASE STUDY TRAILS

Table 8 summarises the walking and cycling case study regions and the proportion of walking and cycling visitors compared with Mornington Peninsula.

The Grampians region is considered the best case for capturing walking visitors with 30% of day trip visitors and 53% of overnight visitors engaging in bushwalking.

The proportion of day trip and overnight walking visitors to the Grampians is notably higher when compared with Mornington Peninsula. The Grampians success as a walking destination is a result of walking/hiking being its key attraction and primary product strength. Hiking in the National Park is a key motivator for domestic and international visitor markets to the Grampians region.

Mornington Peninsula could more closely replicate the walking product found in the Great Ocean Road region given the similarities in coastal and hinterland environment, proximity to Melbourne and comparable tourism product strengths.

Mornington Peninsula differs from the High Country in terms of location, access, tourism strengths and cycling product mix. However, it provides an exemplary benchmark case for attracting cycling visitors and is considered the best case for capturing cycling visitors with 2.6% of day trips and 7% of overnight trips engaging in cycling.

Providing the identified 'missing links' and creating a continuous and integrated trail in the Mornington Peninsula is expected to increase the Peninsula Trail's attractiveness to existing visitors based on improving access, safety, as well as increasing the trail's distance (length); providing visitors with an opportunity to undertake longer walking/cycling trips. Visitors will be able to undertake longer, uninterrupted journeys, which is a more attractive proposition for certain segments of walking and cycling markets. This is discussed further in Section 3.

T8. SUMMARY OF CASE STUDY TRAILS – CAPTURE RATES – WALKING / CYCLING VISITORS

BUSHWALKING / COASTAL WALKING	MORNINGTON PENINSULA	GRAMPIANS	GREAT OCEAN ROAD
Day trip Visitors	4.3%	30%	25%
Overnight trip Visitors	10.8%	53%	34%
CYCLING	MORNINGTON PENINSULA	HIGH COUNTRY	GOULBURN RIVER VALLEY
Day trip Visitors	1.5%	2.6%	1.2%
Overnight trip Visitors	4.1%	7%	2.2%

Source: Urban Enterprise, 2019

2.4.2. PROJECTED INCREASE IN VISITOR USE

By constructing the multiple 'missing links' across the Peninsula Trail, the proportion of visitors using the trail for walking and cycling purposes is expected to increase. This is based on an elimination of fragmented parts of the trail and the improvement of access, connectivity and safety of the trail.

To forecast the estimated increase in visitors using the trail, three (3) potential scenarios have been assessed and are based on benchmarks identified for the walking and cycling case study regions in Section 2.4.

The scenarios provide a range for the likely increase in trail usage for walking and cycling purposes by existing domestic visitors to the region. The high impact scenario is considered best case.

For walking, the low impact scenario aligns with the proportion of visitors engaging in walking in the great ocean road region. For cycling, the low impact scenario relates to a step change that is more closely aligned with the proportion of visitors engaging in cycling in the High Country.

For walking, the high impact scenario aligns with the proportion of visitors engaging in walking in the Grampians region. For cycling, the high impact scenario aligns with the proportion of visitors engaging in cycling in High Country.

SCENARIO 1 (LOW IMPACT)

- **Walking** – A 2% increase in day trip visitors and a 9% increase in overnight visitors using the trail for walking purposes, which is in-line with the proportion of domestic visitors engaging in bushwalking and coastal walking in the Great Ocean Road region.
- **Cycling** – A 0.7% increase in day trip visitors and a 2% increase in overnight visitors using the trail for cycling purposes, which is step change (50% increase) to aligning with the proportion of visitors engaging in cycling in High Country.

SCENARIO 2 (MEDIUM IMPACT)

- **Walking** – The mid-point between the low and high impact scenarios.
- **Cycling** – The mid-point between the low and high impact scenarios.

SCENARIO 3 (HIGH IMPACT)

- **Walking** – A 10% increase in day trip visitors and a 20% increase in overnight visitors using the trail for walking purposes, which is in-line with the proportion of domestic visitors engaging in bushwalking in the Grampians region.
- **Cycling** – A 1.4% increase in day trip visitors and a 4% increase in overnight visitors using the trail, which is in-line with the proportion of domestic visitors engaging in cycling in the High Country.

SUMMARY

Table 9 summarises the projected increase in annual walking and cycling visitors using the trail based on the low, medium and high impact scenario.

For walking, the table shows that:

- The **low impact scenario** would result in an estimated increase of 128,000 day trip visitors and 175,000 overnight visitors using the trail.
- The **medium impact scenario** would result in an estimated increase of 383,000 day trip visitors and 281,000 overnight visitors using the trail.
- The **high impact scenario** would result in an estimated increase of 639,000 day trip visitors and 388,000 overnight visitors using the trail.

For cycling, the table shows that:

- The **low impact scenario** would result in an estimated increase of 45,000 day trip visitors and 41,000 overnight visitors using the trail.
- The **medium impact scenario** would result in an estimated increase of 67,000 day trip visitors and 62,000 overnight visitors using the trail.

- The **high impact scenario** would result in an estimated increase of 89,000 day trip visitors and 83,000 overnight visitors using the trail.

It should be noted that the estimates do not consider the distance of walking/cycling trips and the expected time spent on the trail. This is considered in the assessment of economic impact in the following section.

T9. ADDITIONAL EXISTING DOMESTIC VISITORS USING THE PENINSULA TRAIL – SCENARIO RESULTS

WALKING	LOW IMPACT	MEDIUM IMPACT	HIGH IMPACT
Daytrips	128,000	383,000	639,000
Overnight trips	175,000	281,000	388,000
CYCLING	LOW IMPACT	MEDIUM IMPACT	HIGH IMPACT
Daytrips	45,000	67,000	89,000
Overnight trips	41,000	62,000	83,000

Source: Urban Enterprise 2019

ADOPTING A SCENARIO

In order to adopt an uplift scenario to assess the ongoing economic impacts of the project, several factors and trends have been considered, including:

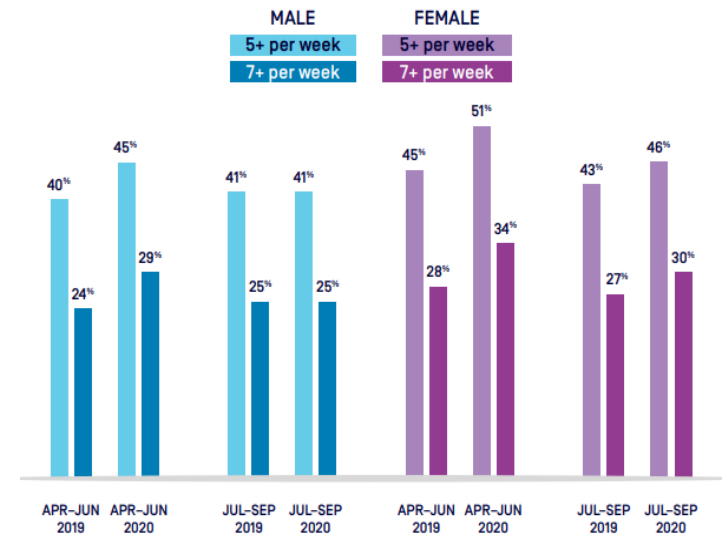
- The scale of investment that is proposed to construct the infrastructure;
- The current strength and volume of walking and cycling product and activity in the Shire; and
- Increasing trends in cycling and walking participation.

The estimated construction cost of \$37.5 million to address all of the priority 'missing links' along the Peninsula Trail is substantial. The scale of investment that is proposed across multiple locations and townships is expected to deliver a step change in walking and cycling infrastructure in the Shire.

Further, AusPlay's more recent physical activity survey demonstrated that the pandemic period led to an increase in participation across most categories,

including walking and cycling. The results indicate that both participation and frequency of activity increased throughout the pandemic.

F11. PARTICIPATION, PHYSICAL ACTIVITY, AUS, SEPT QTR 2019 TO 2020



Source: Walking and Cycling Participation in Australian (annual survey), AusPlay, 2019-2020

With consideration to the above factors, it is assumed that the proportion of Mornington Peninsula's walking and cycling visitation could more closely replicate the higher scenarios of the Great Ocean Road region and High Country. As a result, the high impact scenario has been adopted for the economic impact assessment.

3. ECONOMIC IMPACT ASSESSMENT

3.1. INTRODUCTION

This section provides an assessment of economic impact for the short term construction phase and the ongoing operational phase of the Peninsula Trail once the 'missing links' have been constructed and the trail is fully operational.

Impacts are calculated using the Input-Output (I-O) analysis. I-O is a method of economic analysis that is based on the interdependencies and relationship between industry sectors. This method is most commonly used for estimating the direct and flow on economic impacts of a project or activity to an economy.

Impacts are expressed in terms of economic output, value-added, employment (FTE jobs) supported in the Mornington Shire Local Government Area. Definitions of economic terms are provided in the glossary of terms.

The proposal to upgrade the Peninsula Trail is expected to create the following economic benefits

- **Construction Phase** – Direct and indirect economic output generated and employment (FTE jobs) supported in the Mornington Peninsula region during the construction phase of the project.
Construction impacts are based on a construction cost of \$37.5 million. Construction costs exclude planning, design and contingency.
- **Ongoing Phase** – Direct and indirect economic output generated and ongoing employment (FTE jobs) supported in the Mornington Peninsula Shire.
Ongoing economic impacts are expected to result from a significant improvement to the access, connectivity, amenity and safety of the trail, leading to an increase in time spent on the trail for existing visitors, as well as health cost savings generated from an increase in time spent on the trail by local residents (i.e. physical activity benefits).

A complete list of assumptions are provided in **Appendix B**.

3.2. CONSTRUCTION PHASE

It is estimated that the construction of the 'missing links' will generate a total economic output of \$111.32 million and support 267 (FTE) jobs during the construction phase. This includes \$37.5 million of direct output and \$73.82 million of indirect output and support 76 direct jobs and 191 indirect jobs, as shown in Table 10.

T10. ECONOMIC IMPACT OF CONSTRUCTION PHASE – PENINSULA TRAIL

Impact Summary	Direct Impact	Indirect Impact	Total Impact
Output (\$M)	\$37.5	\$73.82	\$111.32
Employment (Jobs)	76	191	267
Value-added (\$M)	\$10.93	\$30.41	\$41.34

Source: Urban Enterprise 2019

3.3. OPERATIONAL PHASE

Table 11 summarises the ongoing economic impact of the Peninsula Trail, once fully operational.

The project is estimated to deliver:

- \$9.70 million in direct and \$13.97 million in indirect output, and 71 direct and 38 indirect jobs (FTE) in year 1 (linked to an increase in visitation and expenditure); and
- \$8.98 million in annual health cost savings (in year 1).

It should be noted that health cost savings do not generate employment or other indirect economic benefits as it is a cost saving, as opposed to a revenue generator.

T11. ECONOMIC IMPACT OF OPERATING PHASE – PENINSULA TRAIL

	OUTPUT		EMPLOYMENT (FTE)	
	DIRECT	INDIRECT	DIRECT	INDIRECT
Visitor Expenditure	\$9.70 million	\$13.97 million	71	38
Health Cost Savings	\$8.98 million			
Total Benefits	\$18.69 million	\$13.97 million	71	38

Source: Urban Enterprise 2019

3.4. COST BENEFIT

A cost-benefit assessment has been undertaken for the proposed Peninsula Trail project over a 10-year impact period. The assessment estimates the likely economic benefits and costs associated with the improvements and upgrades to the trail over the adopted period.

From this analysis, the overall Return on Investment (ROI) has been identified by calculating the Net Present Value (NPV) and Benefit Cost Ratio (BCR).

The proposed improvement and upgrade to the Peninsula Trail is estimated to deliver:

- Total economic benefits in the order of \$77.48 million (2022 dollars); and
- A benefit to cost ratio of 2.1:1

A benefit to cost ratio of 2.1:1 shows that the project is expected to deliver a positive financial return relevant to its costs. However, the economic benefits should not be assessed in isolation. The impact of the Peninsula Trail project is also closely linked to the significant community and environmental benefits that would be delivered. These are discussed in the following section.

4. KEY BENEFITS

4.1. OVERVIEW

Whilst it is recognised that constructing the 'missing links' along the Peninsula Trail would result in a notable economic impact generated from both the construction and operational phases, there is also a suite of key qualitative benefits that will be delivered to the region; notably community and environmental benefits.

The key benefits that are expected to be generated from delivering the 'missing links' are as follows:

- Strengthening Mornington Peninsula's Brand as a Premier Cycling and Walking Destination;
- Encouraging a Greater Dispersal of Visitation across the Region;
- Encouraging Active Transport Use for Recreation and Commuter Trips;
- Increased Health and Wellbeing Benefits; and
- Alignment of Local and State Government Health, Wellbeing and Sustainable Transport Objectives.



STRENGTHENING MORNINGTON PENINSULA'S BRAND AS A PREMIER CYCLING AND WALKING DESTINATION

By eradicating the missing links, a fully integrated and continuous trail network will be created; providing greater trail access for locals and visitors across the Shire.

Visitors will be able to undertake lengthier trips and travel from south eastern metropolitan areas and beyond via the Peninsula Link Trail and Port Phillip Peninsula Trail.

The appeal of the trail is expected to increase across a broad range of cycling segments including flat riding enthusiasts, fitness flat riders, lower intensity climbers and low involvement flat riders, as well as casual cycling segments such as families and all-rounders.

The Peninsula Trail is already recognised as a prominent walking/cycling trail in Victoria. However, upgrading and improving the trail will strengthen the region's brand as a premier cycling and walking destination, diversifying the region's tourism product strengths and meeting different walking and cycling market preferences.

The Trail would also link key visitor attractions and destinations, encouraging a greater dispersal of visitation via walking and cycling.



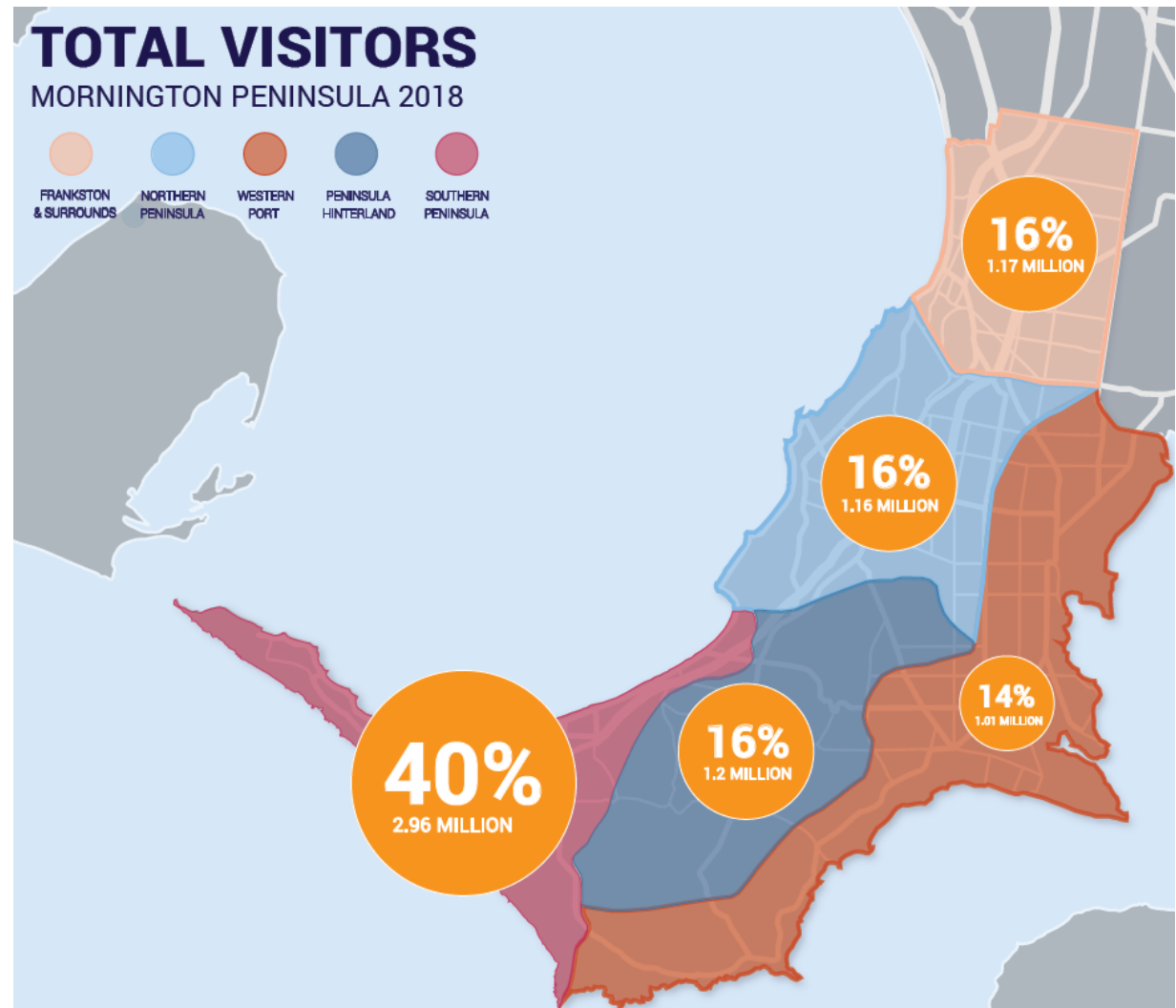
ENCOURAGING A GREATER DISPERSAL OF VISITATION ACROSS THE REGION

Mornington Peninsula's Visitor Journeys Research (2019) shows that the Southern Peninsula sub-region (i.e. Portsea, Sorrento, Blairgowrie) attracts 40% of total annual visitation, with the remaining sub-regions attracting between 14% and 16% of visitation per annum. Visitation is heavily weighted to the Southern Peninsula, which is partly due to the concentration of residents and holiday homes, the presence of key visitor attractions and good road access via the Mornington Peninsula Freeway.

Achieving a greater dispersal of visitation is a key objective of the Mornington Peninsula Destination Management Plan. In particular, encouraging visitors to travel to less visited sub-regions including Western Port, Peninsula Hinterland, Frankston and Surrounds and Northern Peninsula.

Constructing the 'missing links' of the trail will provide better connections between sub-regions and key destinations including Baxter to Somerville, Safety Beach to Mt Martha and Balnarring to Merricks. This will encourage visitors to travel across the Shire, which is expected to lead to a greater dispersal of tourist exposure and expenditure, creating economic benefits for local businesses in these sub-regions as they capture a greater share of visitor expenditure.

F12. DISPERSAL OF VISITORS – MORNINGTON PENINSULA - 2018



Source: Visitor Journeys Research, Urban Enterprise 2018



ENCOURAGING ACTIVE TRANSPORT USE FOR RECREATION AND COMMUTER TRIPS

There are increasing pressures on Victoria's transport system, largely as a result of unprecedented population growth that has occurred and is forecast to continue in metropolitan, interface and peri-urban areas, as well as a high dependency on motor vehicles as the primary mode of transport. This is particularly the case for commuters. 89% of commuter trips in regional areas and 74% in metropolitan areas are via private vehicles (Figure 1).

Motor vehicle trips are the most common form of transportation in Victoria. More than half of all vehicle trips in Melbourne are less than 6km in length, so there are ample opportunities for more Victorians to cycle or walk.¹

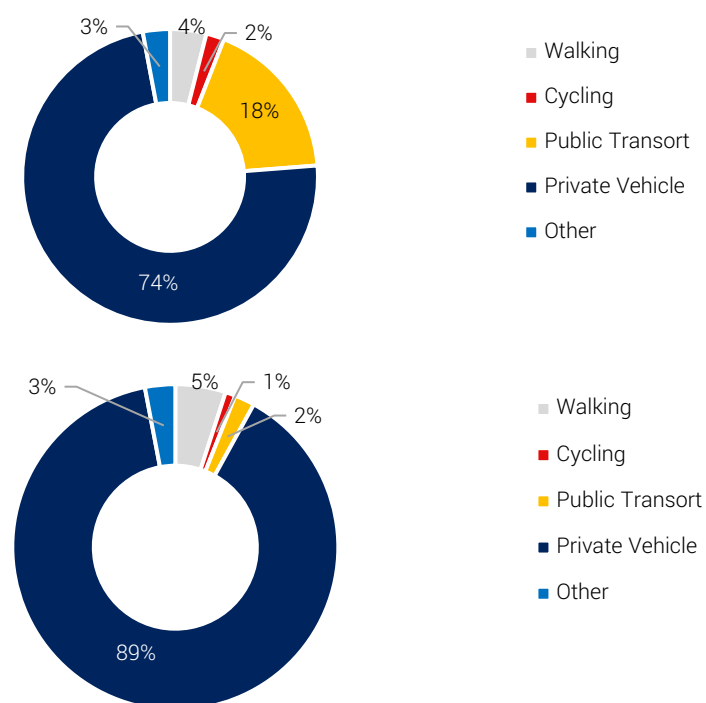
Approximately 60% of Victorians are curious about cycling and like to ride, but they don't cycle, or cycle less, because they want a safer, lower-stress, better-connected network and a more inclusive cycling culture. If we had such a network and culture, four in ten Victorians say they would be encouraged to cycle, or cycle more often, to destinations close to where they live. They would be attracted by the comfort and safety of the cycling experience, the predictability of the journey time and the low cost.¹ Creating a safer, more accessible and better connected Peninsula Trail could lead to a higher proportion of active transport users; both for recreation and commuter trips. This is particularly relevant for the 'missing links' between key activity centres including Somerville to Baxter and Mornington to Moorooduc. These areas accommodate notable employment, and providing these links would provide trail connections to key employment areas such as Frankston Metropolitan Activity Centre, which includes major employers such as the Frankston Hospital, Monash University and the Bayside Shopping Centre.

Providing the 'missing links' could partially alleviate road congestion at key areas and better connect core population nodes such as Moorooduc and Mornington, and Baxter and Somerville. Delivering the 'missing links' would also provide

greater trail connections between activity centres, public infrastructure and facilities such as retail centres, schools, health and medical facilities and public open spaces.

Providing trail connections to the amenity in and around the Shire's key activity centres will be of major benefit to the local community, particularly for children travelling to and from school and commuter trips

F13. JOURNEY TO WORK: MODE OF TRANSPORT - METRO/REGIONAL



Source: Journey to Work, Australian Bureau of Statistics, 2016

¹ Victoria's Cycling Strategy, Department of Economic Development, Jobs, Transport and Resources, 2018



INCREASED HEALTH AND WELLBEING BENEFITS

There are significant benefits associated with increased levels of walking and cycling. Various studies have been conducted into the health, environmental and economic benefits associated with walking and cycling. Benefits include:

- Health and health cost savings through an increase in activity (or reduction in inactivity);
- Reduced traffic congestion, road provision costs, vehicle ownership, operating and parking costs;
- Reduced environmental pollution and traffic noise;
- Improved physical and cognitive health for children and seniors in particular; and
- Increase in social connection and civic pride.

The extension of the Peninsula Trail at key areas will strengthen Mornington Peninsula's recreational assets, in which locals and visitors can utilise for exercise and leisure purposes.

It has been acknowledged that greater access to recreation and leisure infrastructure results in improved physical health and wellbeing. Regular physical activity has been shown to improve overall health and reduce the risk of a wide range of diseases, including cardiovascular diseases, hypertension, diabetes and some types of cancers.² This is a result of an increase in activity (or reduction in inactivity).

The extension of the trail and constructing the 'missing links' will allow users to remain on the trail for longer, thus increasing the average amount of time spent

exercising. The expected increase in time spent on the trail for cyclists will result in recreation and leisure benefits in the form of health cost savings.

As discussed in section 3.3, the health cost savings to locals is estimated at \$5.6 million per annum. (assumptions are detailed in Appendix B)

² The Victorian Open Space Planning and Design Guide, Parks and Leisure Australia (2013)



ALIGNS WITH LOCAL AND STATE GOVERNMENT HEALTH, WELLBEING AND SUSTAINABLE TRANSPORT OBJECTIVES

Improving and upgrading the Peninsula Trail satisfies some of the key goals and objectives identified in Local and State Government Strategies including Victoria's Cycling Strategy (2018), Mornington Peninsula Shire's Bicycle Strategy (2010), Council Plan (2017 – 2021), Health and Wellbeing Plan (2017 – 2021) and the Sustainable Transport Strategy (2015 – 2020).

Victoria's Cycling Strategy (2018)

- Invest in a safer, lower-stress, better-connected network ✓
- Make cycling a more inclusive experience ✓

Mornington Peninsula Shire Council Plan (2017 – 2021)

- Investigate opportunities to reduce congestion across the Shire's road network ✓
- Educate and advocate for the ongoing implementation of sustainable transport options in the Shire ✓
- Educate and promote alternative transport options within the Shire ✓
- Plan and deliver transport infrastructure to service the needs of the Mornington Peninsula community ✓
- Improve walking and cycling infrastructure to drive active transport and increase awareness of the needs of all road users ✓
- Implement the Shire's footpath strategy, including activating footpath "missing links" to ensure continuation of paths of travel ✓
- Continue the enhancement of the Shire's trail network ✓

Mornington Peninsula Bicycle Strategy (2010)

- Actively encourage and promote the use of bicycles for sustainable transport to work, school, shopping and recreation to reduce the dependency on cars and offer healthy and sustainable alternatives ✓

- Plan to reduce bicycle casualty crashes through well designed and located infrastructure and increased driver awareness of cyclists and cyclist awareness of hazards ✓
- To recognize the varying experience, skill levels and needs of cyclist from school age through to retirement age and to plan appropriate facilities that enable the whole community to participate and enjoy cycling ✓
- To actively pursue bicycle links to Mornington, Baxter, Somerville and Rosebud as part of the bicycle paths constructed in conjunction with the Peninsula Link ✓

Mornington Peninsula Shire's Health and Wellbeing Plan (2017 – 2021)

- Provide and enhance the range of bicycle facilities on and off road that connect community members to public transport, activity centres and open space. ✓
- Promote and encourage use of walking and cycling paths for active transport, recreation and tourism purposes. ✓

Mornington Peninsula Shire's Sustainable Transport Strategy (2015 – 2020)

- Encourage a reduction of the high dependency on private motor vehicle usage. There is resident demand for better opportunities to access alternative transport options to cars, such as better cycling/walking facilities. ✓
- Increase instances of active transport by promoting walking and riding as modes of transport to improve physical, social and mental health outcomes of our residents. ✓

Mornington Peninsula Pedestrian Access Strategy (2018)

- Improve safety and accessibility for the users of the path network ✓
- Development of a connected and integrated township network of paths ✓
- Enhance the user experience to facilitate and encourage pedestrian movement ✓
- Promote the use and tourism of recreational trails ✓

APPENDICES

APPENDIX A MISSING LINKS SUMMARIES



PRIORITY 1 - 1. Mornington to Moorooduc (4.9 km)

A path that connects Mornington to the Peninsula Link Trail along the Mornington Tourist Railway.

Estimated cost: \$8,544,674

CONSTRUCTION PHASE ECONOMIC BENEFITS

→ DIRECT IMPACT



+\$5.95 million
in Direct Economic Output

+12
Direct Jobs (FTE)

→ INDIRECT IMPACT

+\$11.72 million
in Indirect Economic Output



+30
Indirect Jobs (FTE)

QUALITATIVE BENEFITS

→ Strengthening Mornington Peninsula's brand as a premier cycling and walking destination

→ Encourage an increase in active transport use for recreation and commuter trips

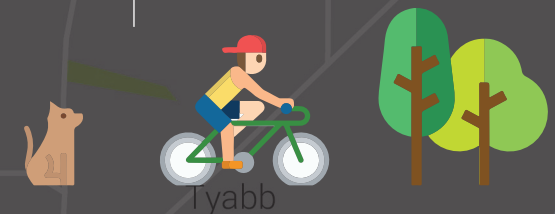
→ Other Benefits

- Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
- Encourage a reduction of environmental pollution and traffic noise
- Encourage improved physical and cognitive health for children and seniors
- Encourage an increase in social connection and civic pride

→ Encourage a greater dispersal of visitation across the region

→ Satisfies and aligns with local and state Government's strategic objectives including:

- Victoria's Cycling Strategy
- Victoria's Visitor Economy Strategy
- Mornington Peninsula Shire Council Plan
- Mornington Peninsula Bicycle Strategy
- Mornington Peninsula Shire's Health and Wellbeing Plan
- Mornington Peninsula Shire's Sustainable Transport Strategy





PRIORITY 1 - 2. Somerville to Baxter (4.64 km)

A path that connects Somerville to Frankston-Baxter Trail and to the Peninsula Link Trail along Stony Point Railway line.

Estimated cost: \$7,010,262

CONSTRUCTION PHASE ECONOMIC BENEFITS

→ DIRECT IMPACT



+\$5.21 million
in Direct Economic Output

+11
Direct Jobs (FTE)

→ INDIRECT IMPACT

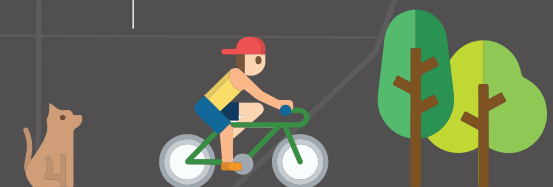
+\$10.26 million
in Indirect Economic Output



+27
Indirect Jobs (FTE)

QUALITATIVE BENEFITS

- Strengthening Mornington Peninsula's brand as a premier cycling and walking destination
- Encourage an increase in active transport use for recreation and commuter trips
- Other Benefits
 - Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
 - Encourage a reduction of environmental pollution and traffic noise
 - Encourage improved physical and cognitive health for children and seniors
 - Encourage an increase in social connection and civic pride
- Encourage a greater dispersal of visitation across the region
- Satisfies and aligns with local and state Government's strategic objectives including:
 - Victoria's Cycling Strategy
 - Victoria's Visitor Economy Strategy
 - Mornington Peninsula Shire Council Plan
 - Mornington Peninsula Bicycle Strategy
 - Mornington Peninsula Shire's Health and Wellbeing Plan
 - Mornington Peninsula Shire's Sustainable Transport Strategy





LEGEND

- Existing Trail
- Missing Links
- Winery
- School

PRIORITY 2 Southern Peninsula Missing Links

3. Anthony's Nose (750 m)

Improve the existing track along the seawall and beyond the Anthony's Nose boat ramp. **Estimated cost: 3,000,000**

4. Whitecliffs in Rye (175 m)

An intricate path and boardwalk that meanders through the Whitecliffs sand dunes, connecting the Bay Trail between Rye and Blairgowrie. **Estimated cost: \$1,516,576**

5. Blairgowrie Yacht Club (760 m)

A path that connects to the missing section on the foreshore at the end of Hughes Road. **Estimated cost: \$2,000,000**

6. Hughes Road (200 m)

A path that features some boardwalk sections that meanders through the sand dunes of Blairgowrie foreshore. **Estimated cost: \$1,000,000**

CONSTRUCTION PHASE ECONOMIC BENEFITS

DIRECT IMPACT

+\$4.99 million
in Direct Economic Output

+10
Direct Jobs (FTE)

INDIRECT IMPACT

+\$9.82 million
in Indirect Economic Output

+24
Indirect Jobs (FTE)

QUALITATIVE BENEFITS

Strengthening Mornington Peninsula's brand as a premier cycling and walking destination

Encourage an increase in active transport use for recreation and commuter trips

Other Benefits

- Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
- Encourage a reduction of environmental pollution and traffic noise
- Encourage improved physical and cognitive health for children and seniors
- Encourage an increase in social connection and civic pride

Encourage a greater dispersal of visitation across the region

Satisfies and aligns with local and state Government's strategic objectives including:

- Victoria's Cycling Strategy
- Victoria's Visitor Economy Strategy
- Mornington Peninsula Shire Council Plan
- Mornington Peninsula Bicycle Strategy
- Mornington Peninsula Shire's Health and Wellbeing Plan
- Mornington Peninsula Shire's Sustainable Transport Strategy



PRIORITY 3 - Hinterland Connecting Trails

7. Merricks to Balnarring (4.15 km)

A path that travels alongside Frankston-Flinders Road, connecting Merricks to Balnarring **Estimated Cost: \$6,000,000**

8. Balnarring to Bittern (5.7 km)

A path that travels alongside Frankston-Flinders Road, connecting Balnarring to Bittern. **Estimated Cost: \$5,000,000**

CONSTRUCTION PHASE ECONOMIC BENEFITS

DIRECT IMPACT


+\$7.70 million
 in Direct Economic Output
+15
 Direct Jobs (FTE)

INDIRECT IMPACT

+\$15.16 million
 in Indirect Economic Output

+39
 Indirect Jobs (FTE)

QUALITATIVE BENEFITS

→ Strengthening Mornington Peninsula's brand as a premier cycling and walking destination

→ Encourage an increase in active transport use for recreation and commuter trips

Other Benefits

- Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
- Encourage a reduction of environmental pollution and traffic noise
- Encourage improved physical and cognitive health for children and seniors
- Encourage an increase in social connection and civic pride

→ Encourage a greater dispersal of visitation across the region

→ Satisfies and aligns with local and state Government's strategic objectives including:

- Victoria's Cycling Strategy
- Victoria's Visitor Economy Strategy
- Mornington Peninsula Shire Council Plan
- Mornington Peninsula Bicycle Strategy
- Mornington Peninsula Shire's Health and Wellbeing Plan
- Mornington Peninsula Shire's Sustainable Transport Strategy





PRIORITY 4 - 9. Safety Beach to Mount Martha Shared Path (7.8 km)

A path that connect Safety Beach and Mount Martha, travelling along the Peninsula Link and Nepean Highway. **Estimated cost: \$7,000,000**

CONSTRUCTION PHASE ECONOMIC BENEFITS

DIRECT IMPACT


+\$4.9 million
 in Direct Economic Output
+10
 Direct Jobs (FTE)

INDIRECT IMPACT

+\$9.65 million
 in Indirect Economic Output

+25
 Indirect Jobs (FTE)

QUALITATIVE BENEFITS

- ➔ Strengthening Mornington Peninsula's brand as a premier cycling and walking destination
- ➔ Encourage an increase in active transport use for recreation and commuter trips
- ➔ Other Benefits
 - Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
 - Encourage a reduction of environmental pollution and traffic noise
 - Encourage improved physical and cognitive health for children and seniors
 - Encourage an increase in social connection and civic pride
- ➔ Encourage a greater dispersal of visitation across the region
- ➔ Satisfies and aligns with local and state Government's strategic objectives including:
 - Victoria's Cycling Strategy
 - Victoria's Visitor Economy Strategy
 - Mornington Peninsula Shire Council Plan
 - Mornington Peninsula Bicycle Strategy
 - Mornington Peninsula Shire's Health and Wellbeing Plan
 - Mornington Peninsula Shire's Sustainable Transport Strategy

LEGEND

-  Existing Trail
-  Missing Links
-  Winery
-  School





PRIORITY 4 - 10. Red Hill to Arthur's Seat Trail (4.5 km)

A path commencing at Mornington-Flinders Road that travels alongside Arthurs Seat Road to Purves Road.

Estimated Cost: \$5,500,000

CONSTRUCTION PHASE ECONOMIC BENEFITS

➔ DIRECT IMPACT



+\$3.85 million
in Direct Economic Output

+8
Direct Jobs (FTE)

➔ INDIRECT IMPACT

+\$7.58 million
in Indirect Economic Output



+20
Indirect Jobs (FTE)

QUALITATIVE BENEFITS

➔ Strengthening Mornington Peninsula's brand as a premier cycling and walking destination

➔ Encourage an increase in active transport use for recreation and commuter trips

➔ Other Benefits

- Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
- Encourage a reduction of environmental pollution and traffic noise
- Encourage improved physical and cognitive health for children and seniors
- Encourage an increase in social connection and civic pride

➔ Encourage a greater dispersal of visitation across the region

➔ Satisfies and aligns with local and state Government's strategic objectives including:

- Victoria's Cycling Strategy
- Victoria's Visitor Economy Strategy
- Mornington Peninsula Shire Council Plan
- Mornington Peninsula Bicycle Strategy
- Mornington Peninsula Shire's Health and Wellbeing Plan
- Mornington Peninsula Shire's Sustainable Transport Strategy





PRIORITY 4 - 11. Arthur's Seat to Point Nepean Road Trail (8 km)

A path that connects Arthurs Seat with Point Nepean Road. The path travels alongside Arthurs Seat Road, meanders through the State Park and links up with McCulloch Street and through to Point Nepean Road.
Estimated Cost: \$1,000,000

CONSTRUCTION PHASE ECONOMIC BENEFITS

➔ DIRECT IMPACT



➔ INDIRECT IMPACT



QUALITATIVE BENEFITS

- ➔ Strengthening Mornington Peninsula's brand as a premier cycling and walking destination
- ➔ Encourage an increase in active transport use for recreation and commuter trips
- ➔ Other Benefits
 - Encourage a reduction in traffic congestion, road provision costs, vehicle ownership, operating and parking costs
 - Encourage a reduction of environmental pollution and traffic noise
 - Encourage improved physical and cognitive health for children and seniors
 - Encourage an increase in social connection and civic pride
- ➔ Encourage a greater dispersal of visitation across the region
- ➔ Satisfies and aligns with local and state Government's strategic objectives including:
 - Victoria's Cycling Strategy
 - Victoria's Visitor Economy Strategy
 - Mornington Peninsula Shire Council Plan
 - Mornington Peninsula Bicycle Strategy
 - Mornington Peninsula Shire's Health and Wellbeing Plan
 - Mornington Peninsula Shire's Sustainable Transport Strategy

- LEGEND**
- Existing Trail
 - Missing Links
 - Winery
 - School

Red Hill

APPENDIX B ECONOMIC IMPACT ASSESSMENT - ASSUMPTIONS

	ASSUMPTION	SOURCE
Construction Costs	\$37.5 million (to construct all of the missing links)	Mornington Peninsula Shire Council 2022 Construction costs have been adjusted to exclude planning, design and contingency
Estimated Increase in Visitor Use	Adopt the high impact scenario from Case Study Assessment: Walking: - 10% increase in daytrip visitors using the trail - 20% increase in overnight visitors using the trail Cycling - 1.4% increase in day trip visitors using the trail - 4% increase in overnight trip visitors using the trail Visitation - Domestic day trips are forecast to increase by 2.9% p.a. - Domestic overnight trips are forecast to increase by 2.4% p.a.	Case Study Assessment, Benchmark capture rates for destination walking/cycling trails, Urban Enterprise 2019 Visitor forecasts for Victoria's Regions, Business Victoria 2018
Estimated Increase in Time Spent using the Trail	40% of Cycling Trips are an average of 20 km (approx. 1 hour) 40% of Cycling Trips are an average of 35 km (approx. 2 hours) 20% of Cycling Trips are the trail length of 100 km (approx. 6 hours) 100% of Walking Trips are an average of 2 km (approx. 30 mins)	North East Cycling Research, Urban Enterprise 2017 Pedestrian Access Strategy, Victoria Walks 2010 Google Maps 2019
Estimated Visitor Expenditure	\$84 per domestic day trip \$360 per domestic overnight visitor Visitor expenditure is escalated at 2% p.a.	Average Expenditure Mornington Peninsula, Business Victoria 2018 (indexed to 2021 dollars)
Health Cost Savings	Midpoint: \$3.92 per hour (2021 dollars)	Assessing the Costs of Alternative Development Paths in Australian Cities, Roman Trubka, Peter Newman and Darren Bilsborough, Curtin University Sustainability Policy Institute Fremantle 2016 (indexed to 2019 values)
Estimated Increase in Local Use	60% of the population are curious about cycling but are deterred due to safety concerns. 60% of the population identified that they increased physical activity based on a new and/or improved trail.	Measuring Trails Benefits: Public Health, Headwater Economics 2016 North East Cycling Research, Urban Enterprise 2017
Cost Benefit	Impact Period: 10 years Discount Rate: 7% Visitor expenditure is escalated at 2% p.a. Trail maintenance costs are \$1,200 per km p.a. Costs are escalated at 2% p.a.	Economic Evaluation for Business Cases Technical guidelines, Department of Treasury and Finance 2013 Urban Enterprise 2019



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